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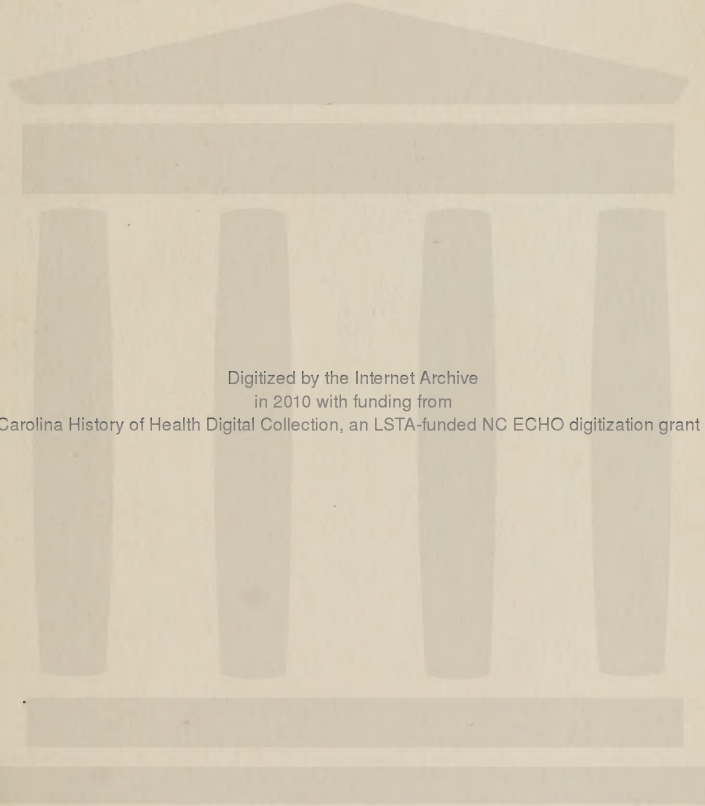


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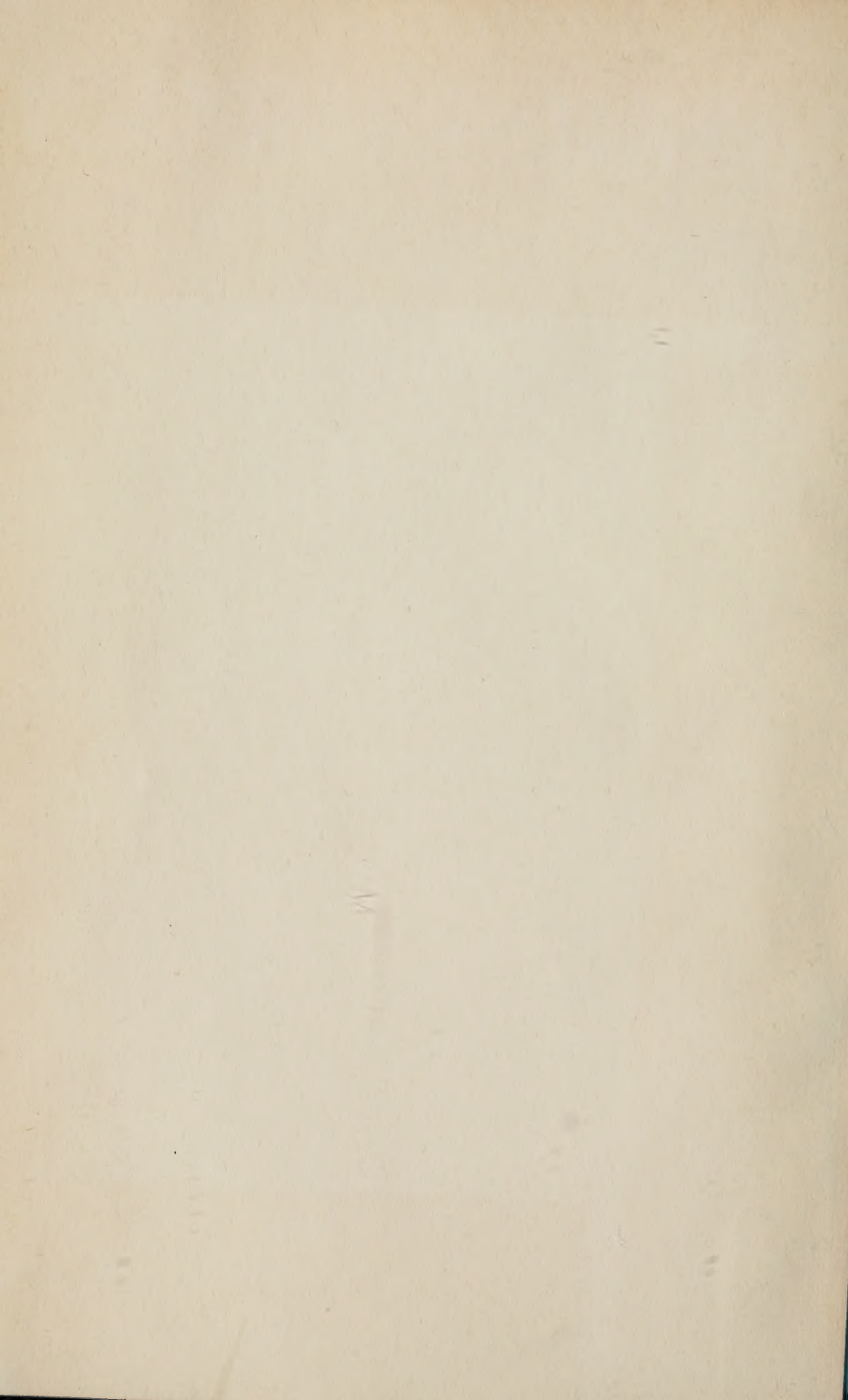
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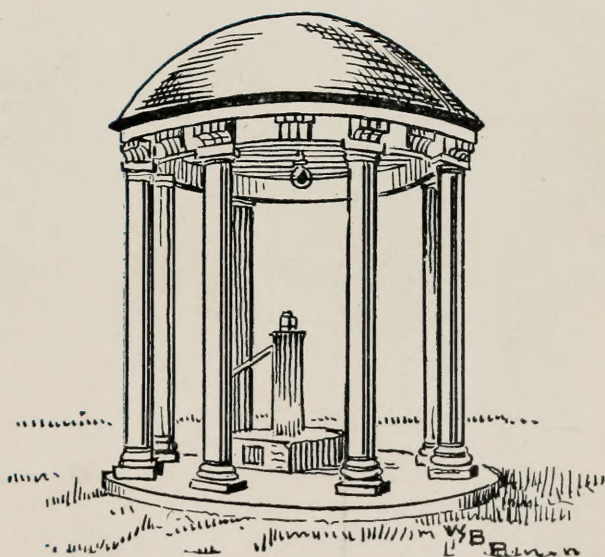
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The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



A spot on the campus of the University of North Carolina familiar to and loved by thousands of loyal Carolina alumni—the Old Well—a link between the old and the new University.

January, 1943

Volume XXIV

Number 1

VICTORY CONFERENCE

Details in this Issue



WE PAY HIM BUT HE WORKS FOR YOU

TODAY's retail pharmacist is turning in a splendid performance under unusually difficult conditions. Many commodities which he formerly sold have disappeared from the market. Others are rationed far below the demand. This loss of revenue, together with shortage of help and rising operating costs, adds to the problem of store management.

One of the solutions seems to be greater emphasis on professional service. Drugs and medicines, with few exceptions, are still available in quantities to meet normal requirements. Physicians who remain in civil practice are working harder than ever before. They should be cultivated, their wants anticipated. Your Lilly man is with you every step of the way. He works for you, never against you. That is the Lilly Policy.

★ BUY WAR BONDS AND STAMPS ★



In April of this year V. J. Bliden will celebrate his twentieth anniversary as a Lilly medical service representative. Mr. Bliden is a registered pharmacist, and joined the Lilly organization after several years of successful retail practice. He covers a portion of Brooklyn.

ELI LILLY AND COMPANY

PRINCIPAL OFFICES AND LABORATORIES, INDIANAPOLIS, INDIANA, U. S. A.

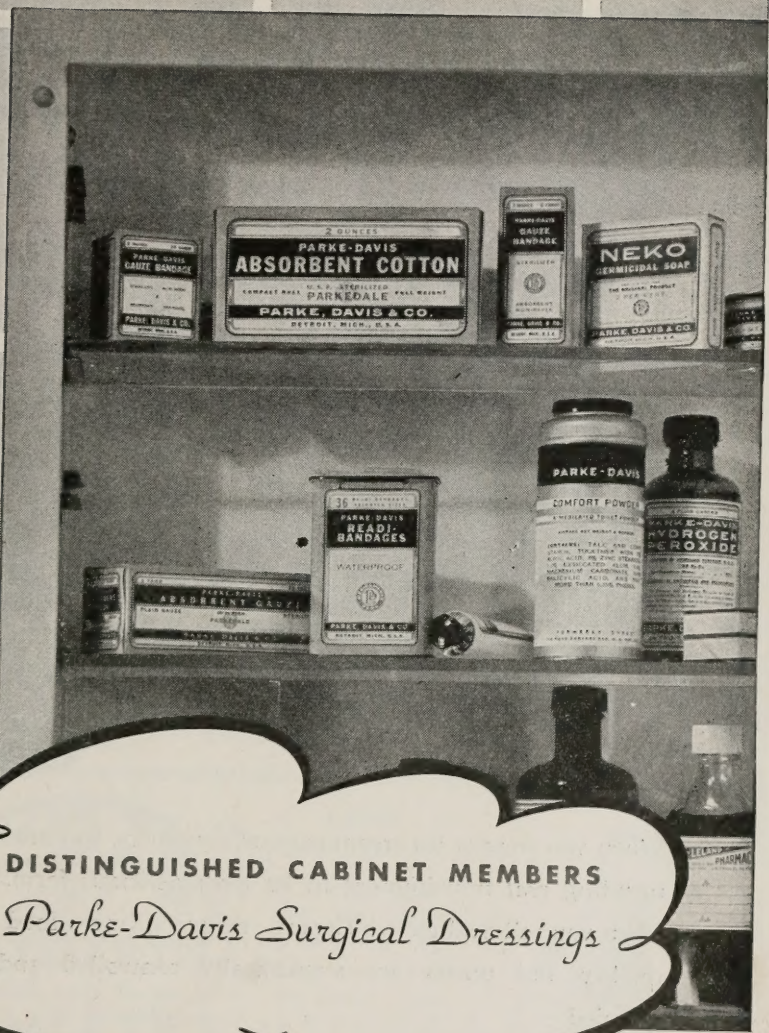
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Parke-Davis Surgical Dressings

• Parke-Davis Surgical Dressings have long been distinguished members of America's medicine cabinets and first aid kits. That is why, especially during these times of preparedness, more and more pharmacists give

these high quality products front line display space . . . in windows and on counters. Get in step by getting behind profitable Parke-Davis plasters, gauze bandages, absorbent cotton and absorbent gauze.

PARKE, DAVIS & COMPANY • DETROIT, MICHIGAN



Wartime Nutrition



Contains Natural
VITAMIN A
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... and the other vital
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When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

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Sealtest
ICE CREAM

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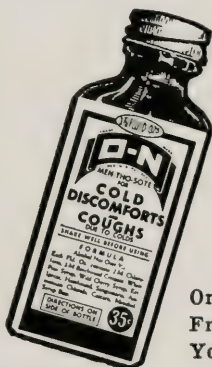
Breaking Records! Piling Up Profits!

For **COUGH**
DUE TO A COLD

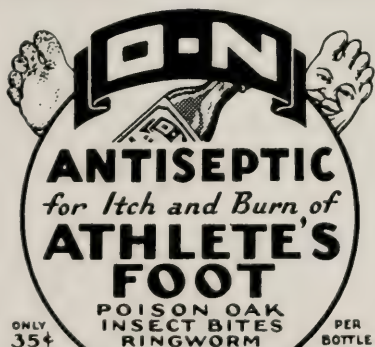


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FAST!**

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



Order
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Your
Jobber



**YEAR
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A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



Stock
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NOW!

LIQUID! CLEAN! FAST!

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Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company

Salisbury, North Carolina

FOR MORE THAN FIFTY YEARS

David's
SANATIVE WASH

Has been the standard remedy for
Scabies (the Itch) over the South-
eastern States.

The current deal is
One bottle free with each 11/12 dozen
Expiration date March 1, 1943



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OWENS & MINOR DRUG CO.

Incorporated

1000 E. Cary Street

Richmond, Virginia

Who have been good drug Wholesalers since 1882

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXIV

JANUARY, 1943

No. 1



"Victory Conference"

Delegates Recommend Uniform
(9 A.M.-10 P.M.) Drug Store
Hours; Oppose Lowering of
Pharmacy Standards and Con-
solidation of State Boards; Urge
Support of Pharmacy Corps Bill.

In recognition of existing problems confronting its membership and with a desire to be of assistance in helping to intelligently plan for the future, the N. C. P. A. sponsored a "Victory Conference" in Raleigh, on December 8th. Invitations were issued to all N. C. P. A. County Legislative Chairmen; to the Legislative and Executive Committees of the N. C. P. A. and to the members of the North Carolina Board of Pharmacy.

An unusually high percentage of delegates managed to reach Raleigh in spite of current restrictions on travel and, during the four-hour session presided over by Paul B. Bissette of Wilson, President of the N. C. P. A., more than fifteen topics of interest to retail pharmacists were discussed.

A list of the Victory Conference Delegates, the Guest Speakers, and the Recommendations of the Conference together with three extemporaneous addresses by guest speakers follow:

Victory Conference Delegates

C. M. Andrews, Burlington; R. B. Campbell, Taylorsville; R. P. Lyon, Charlotte; Joe Tunstall, Washington; W. B. Gurley, Windsor; W. A. Ward, Swannanoa; Jesse M. Pike, Concord; Earl Tate and J. G. Ballew, Lenoir; T. J. Ham, Jr., Yanceyville; W. R. McDonald, Jr., Hickory; G. R. Pilkington, Pittsboro; D. L. Boone, Durham; W. A. Gilliam, Winston-Salem; E. C. Adams, Gastonia; Sam Jenkins, Walstonburg; Roger A. McDuffie, Greensboro; Alfred Martin, Roanoke Rapids; E. F. Rimmer, Sanford; Dean Tainter, Marion; R. L. White, Troy; C. J. James, Hillsboro; H. S. Reaves, Asheboro; C. L. Murphy, Salisbury; N. F. Adkinson, Forest City; W. L. West, Roseboro; Joe Hollingsworth, Mount Airy; J. C. Brantley, Jr., Raleigh; B. R. Ward, Goldsboro; Ralph P. Rogers, Durham; Phil D. Gattis, Raleigh; E. C. Daniel, Zebulon; M. B. Melvin, Raleigh; J. G. Beard, I. W. Rose, F. O. Bowman, H. C. McAllister, and W. J. Smith,

Chapel Hill; B. C. Sheffield, Warsaw and Paul B. Bissette, Wilson.

Guest Speakers

Major T. H. Upton, State Headquarters Selective Service, Raleigh; Mr. Earle Jones, W. H. King Drug Company, Raleigh; Mr. Willard L. Dowell, Secretary N. C. Merchants Association, Raleigh.

Recommendations

(1) That uniform opening-closing hours be adopted by the drug stores of North Carolina. Recommended: Weekdays, 9 A.M. to 10 P.M.; Sundays, alternate closing with nearby drug stores. In towns with, for instance, four stores each store to open one Sunday out of every four.

(2) That existing pharmacy standards in the State not be lowered and that vigorous opposition be directed towards any and all bills submitted to the 1943 General Assembly which have as their major purpose the licensing of individuals not qualified under current pharmacy laws.

(3) That the State Administration's proposal to consolidate all State licensing boards under one head be opposed and that the Secretary of the Association be directed to contact the State Medical Association, the State Dental Society and the State Nursing Society towards formulating a unified front of opposition to this legislation in Raleigh.

(4) That the State Association and its members give every possible support to the Pharmacy Corps Bill and that the entire North Carolina Congressional Delegation be urged to vote for this legislation.

Subjects Discussed by the Conference Delegates

(1) Selective Service (2) Sales Tax (3) Opening-closing hours (4) Delivery and Help Problems (5) Enforcement of Pharmacy Laws (6) Pharmacy Standards in Wartime (7) Legislative Program for 1943 (8) Consolidation of State Boards (9) Public Health Laws as They Affect the Pharmacist (10) General Maximum Price Regulation (11) Quinine Regulations (12) Excise Taxes (13) Regulations Governing Sale of Explosives (14) Counter Prescribing (15) Labeling Under the Federal Food,

Drug and Cosmetic Act (16) Pharmacy Corps Bill (17) Merchandise Shortages.

Uniform Hours

Pharmacists in several North Carolina towns have partially solved their help problem by a reduction in store hours. To date we have on file information from the following:

(1) **Statesville.** Weekdays: all drug stores open 8:30 A.M. and close 9 P.M.; Sunday hours, 9 A.M. to 11 A.M.—2 P.M. to 6 P.M.

(2) **Lenoir.** Weekdays: open 8:30 A.M. and close 9 P.M. Each of the four Lenoir drug stores are open one Sunday out of every four. (This same system of Sunday closing applies to Mount Airy and a number of other towns in this State).

(3) **Hickory.** Monday through Friday: 8 A.M. to 9 P.M.; Saturday, 8 A.M. to 10 P.M.

(4) **Raleigh** (tentative schedule). Weekdays: 9 A.M. to 10 P.M.; Sunday, 10 A.M. to 9 P.M.

(5) **Rockingham.** Monday through Friday, 8:30 A.M. to 7 P.M.; Saturday, 8:30 A.M. to 11 P.M.; Sunday, 8:30 to 10:30 A.M.—2 to 6 P.M.

(6) **Lexington.** Monday through Friday, 8 A.M. to 9 P.M. Saturday, 8 A.M. to 10 P.M.

In a number of instances pharmacists here and there have not waited for group action but went ahead with a reduction in hours on their own. To mention a few, Tom Cornwell in Morganton has been closing his two drug stores on Sunday for several months; the same is true of E. F. Rimmer in Sanford.

Elsewhere in this issue of the JOURNAL you will find a recommendation adopted by the delegates in attendance at the "Victory Conference" relative to uniform opening-closing hours.

As a service feature the N. C. P. A. has prepared a questionnaire for use in surveying drug stores within any given locality on the subject of store hours and delivery problems. Upon the request of any member of the Association, any town in this State with two or more drug stores will be surveyed. The results of the survey, in turn, will be turned over to said member for use in formulating a local program.

Accounting and Record System

One of the most outstanding contributions to retail pharmacy by a pharmaceutical house has just been made available by Eli Lilly and Company of Indianapolis. Reference is made to the "Accounting and Record System for the Retail Pharmacy," details of which will be found on page 32.

I had the pleasure of examining this System in detail and heartily recommend it without qualification to every retail pharmacist in North Carolina. The System is complete yet so simple not more than fifteen minutes a day will be required to keep your records up-to-date once you become familiar with the plan.

For the past several months an official of the N. C. Pharmaceutical Association has been assembling and studying various accounting systems in use by retail pharmacists with the view of recommending the adoption of a simplified system. The project, however, will now be abandoned inasmuch as Eli Lilly and Company has solved the problem most satisfactorily.

One excellent feature of the System is a "controlled purchase plan," long in use by chain stores, but rarely utilized by the average independent retail pharmacist. If you have a tendency to "over-buy," close adherence to the System will help you correct this practice.

Eli Lilly and Company are to be commended for this long-needed and most worthwhile contribution to the pharmacist's record system; it comes at a most opportune time . . . at a time when the pharmacist, as never before, will need an accurate check on his business from day to day.

The System is being distributed exclusively through Lilly Medical Service Representatives. The next time the Lilly Representative visits your store, ask him to show you a copy of the Record System.

Get Those Tubes Into Action

If you have five or more pounds of tin tubes, turn them over to your wholesaler or ship, express collect, to The Tin Salvage Institute, 411 Wilson Avenue, Newark, N. J.

Empty tubes lying idle in your store won't help to win the war . . . start them on their way to the front today!

Praise the Lord and Pass the Pharmacy Corps Bill

An Army physician writes to a N. C. pharmacist as follows:

"I have been placed in charge of the pharmacy in the dispensary. We have no drug equipment and can't get any. Do you have an old pair of scales or mortar and pestle. If the weights are not exactly right a pair of sorry scales and weights will be better than none at all. It is difficult to make Argyrol and Protargol solutions without weighing it. If you have any old equipment I can borrow I will appreciate it. Just mail it to me and I will pay expenses, take good care of it and return it when I leave. The drug stock is small but I enjoy fooling with the mixtures. I watched you so much in the store that I can prepare most of the simpler things."

Something is radically wrong with a system whereby pharmacists are taken from civilian life to do ordinary fatigue duty, such as ditch digging, etc., in the Army while at the same time physicians, badly needed on the home front, are inducted and placed in charge of Army Dispensaries where they are expected to fill a roll which, by reason of his training and skill, rightfully belongs to the pharmacist.

We repeat, Praise The Lord and Pass The Pharmacy Corps Bill.

Too Little, Too Late

Mr. W. J. Smith,
Secretary-Treasurer,
N. C. Pharmaceutical Association,
Chapel Hill, N. C.

Dear Mr. Smith:

It will be impossible for the Board to reopen the case of John Doe, Order No. 0000, since his order to report for induction has already been mailed on December 5.

Therefore, we will expect registrant to report for induction December 16th at 7:30, City Hall, X, North Carolina.

We regret that we are unable to help Mr. XX, but after an order to report for induction has been mailed, there is no possibility in reopening the case.

Very truly yours,

X, Chairman
Local Draft Board

An "A" Grade is Good Insurance

Recent inspections by county, state and federal health officials of business establishments serving food and drinks have quite forcibly brought to the attention of pharmacists, particularly those with businesses located near defense camps, the need for observing certain sanitary regulations.

A case in point was the recent closing of three business establishments in Buncombe County by Dr. W. B. Sisk, County Health Officer, and the placing of a number of others on probation. The soda fountain of Ward's Drug Store, Swannanoa, was temporarily closed but later permission was granted for operations to continue on a restricted basis.

According to Mr. W. A. Ward, the principal objection to his fountain was the manner in which glasses were sterilized and the fact that neither he nor any of his clerks had health certificates. In discussing the case with a JOURNAL reporter, Mr. Ward stated he was unaware that it was necessary for a registered pharmacist to obtain a health certificate in order to occasionally work behind the fountain.

If sandwiches, even ready-made ones, are removed from their original wrappers and toasted at the fountain, the entire unit must meet certain requirements as to an adequate supply of hot water, sterilization equipment, health certificates for all persons handling food in the establishment and must be graded as a "cafe."

In this connection it is interesting to note that our existing health regulations are not so difficult to meet if a little care and daily attention is given to the fountain . . . Recently a drug store proprietor in this State initiated a "clean up" campaign and upon its completion the store was given the highest possible grade under the present grading system.

An "A" grade at your fountain is good insurance, both for yourself and your customers.

Two Bookkeepers for Every Clerk

Lately we have been hearing a great deal about unnecessary questionnaires, particularly from the Washington alphabet bureaus and in many instances the complaints are well founded. Let's listen to one N. C. P. A. member who is "up a tree" as to OPA No. 1170:

Dear Mr. Smith:

I had a notice from OPA demanding records be kept of all sales of ice cream, fruit juices, milk, etc.

Does this mean we are to keep a record of weight, price, etc. of each separate ice cream cone, milk shake, and how much sugar we used in preparing drinks? This will take two bookkeepers for each clerk.

I wrote OPA for more definite instructions but it will take two or three weeks to get an answer. Can you explain just what kind of record we are to keep? This information will be greatly appreciated.

Very truly yours,

XXXXXXXX

UNUSUAL OPPORTUNITY

Leading North Carolina Wholesale Drug House has immediate opening in sales force for registered pharmacist or drug clerk, preferably draft exempt. Write W. J. Smith, Drawer 151, Chapel Hill, for additional details.

FOR SALE

Thriving established drug business; modern fountain and fixtures; good prescription business. Located in good railroad town with excellent pay roll. Will sell all or part of stock. Reason offering for sale: Owner unable to give personal attention. For further information write W. J. Smith, Drawer 151, Chapel Hill, N. C.

News has just reached us of the death of E. E. Missildine, Tryon pharmacist-mayor and past president of the N. C. Pharmaceutical Association. Mr. Missildine operated Missildine's Pharmacy in Tryon.

Hospital Corpsmen Keep the "Ball" Rolling Towards Victory

Maurice L. Cable, Pharmacist Mate, 2/c, Formerly of the Kenilworth Drug Store, Asheville, but More Recently of the U. S. Navy, Outlines the Duties of a Hospital Corpsman in a Letter Written to the Carolina Journal of Pharmacy

"I enlisted in the Navy on November 5th as Pharmacist Mate, 2nd class, and spent my indoctrinational period of four weeks at the Naval Hospital in Charleston, S. C., and recently was transferred to the Post Troops, U. S. Marines, here at New River where Navy personnel administer all the hospital and dispensary care to the Marines.

"The recruiting offices, before they were closed to most voluntary enlistments, didn't paint a complete picture of a registered pharmacists' duties in the Medical Department of the Navy. Of course, all the pharmacists in the Navy cannot man the Pharmacy Departments . . . usually three men are enough for each Department.

"Most of the prescriptions and orders are stock orders and very little prescription work, as the civilian pharmacist knows it, is done. A hospital corpsman has several jobs to do as regular duty.

"His first detail is usually cleaning, swabbing, sweeping and general cleanliness of the quarters in which he lives. Next, usually, is ward duty. This includes the cleanliness of the ward, with the help of up and about patients, if any; if not, the corpsmen are responsible.

"They are also responsible for medication ordered for the patients, the keeping of the charts, the diet kitchen, the serving of diets to bed patients, and order in the ward. They receive their orders and are responsible to the nurse on that ward—a commissioned officer—who is responsible to the Ward Medical Officer.

"The corpsmen give most of the hypodermics, take the laboratory samples, i.e., gastric analysis, blood, urine, feces, sputum, etc. Also, they give enemas and do general nursing: bathing of bed patients, changing beds and making their charges as comfortable as possible.

"I have operated an oxygen tent, too, on special watch with a pneumonitis case. So you see, it's very little pharmacy and a great deal of general nursing.

"The registered pharmacist has some advantage over other ratings in that he knows his medication and posology and has a goodly knowledge of disease in general, while an embalmer, who comes in 3rd class, has only a knowledge of anatomy.

"We did get a week of hygiene, sanitation, first aid and minor surgery. The embalmers received a "course" in pharmacy, one hour a day, for five days. Registered pharmacists were exempt from that class.

"In all, though, I have found the work diversified and interesting. Although disagreeable at times, one has the feeling of serving one's country in its time of need and that the most insignificant job keeps the 'ball rolling' towards victory."

Charlotte Drug Travelers

Charlotte Drug Travelers held their regular monthly meeting at Thackers, Charlotte Restaurant, on December 12th. W. R. Dixon, President of the Travelers, presided during the session.

The Travelers voted to remember at Christmas members of the organization who are in service. To date, eight of the Travelers have enlisted.

The major topic of the meeting was gasoline. In this connection it is interesting to note that sales representatives selling essential supplies will be granted, shortly after the first of the year, additional allotments of gasoline up to 65% of their normal requirements.

A well-to-do colored man suffered a serious illness, and showed no signs of improvement under treatment by a physician of his own race. So, presently, he dismissed this doctor and summoned a white man. The new physician made a careful examination of the patient and then asked:

"Did that other doctor take your temperature?"

The sick man shook his head doubtfully.

"I dunno, suh," he declared, "I sartinly dunno. All I've missed so far is my watch."

N. C. P. A. Camera Highlights

(OPPOSITE PAGE)

(1) Newly elected officers of the Greensboro Drug Club: top, left to right; Roger A. McDuffie, first vice-president; J. M. Cates, second vice-president; bottom, C. H. Bradford, president, Miss Carolyn Cox, secretary-treasurer.

(2) George C. Kelly of Lillington, manager of Kelly's Drug Store. Notice the clean, orderly arrangement of the prescription chemicals (typical of the entire store).

(3) Henry O. Holland, Apex pharmacist and owner of Holland's Drug Store. One of the best small-town drug stores in the State and tops for cleanliness, too. Mrs. Holland helps her husband in the management of the store.

(4) John L. Dixon of Elm City takes time out to strike a pose for your roving photographer. Mr. Dixon, who operates the Dixon Drug Company, has had excellent success in the manufacture of ice cream for his fountain. Since he keeps records on every batch, as to profits, etc., he is in position to give some mighty interesting information on this subject.

(5) A quick jump up to Western North Carolina for a visit with John C. Mills of Cliffside, pharmacist-owner-manager of the Mills Drug Company. Over a period of years Mr. Mills has built up an excellent prescription business and enjoys the patronage and professional respect of all the physicians practicing within trading distance of Cliffside. Incidentally, Mr. Mills is a top-notch fisherman.

(6) There's little need to identify these five hard-working gentlemen since they are so well known to our readers. However, for the record, we list them as follows: Up front, in the driver's seat, is Paul B. Bisette, of Wilson, President of the North Carolina Pharmaceutical Association, and, reading left to right, we have Phil D. Gattis of Raleigh, R. P. Lyon of Charlotte, Ralph P. Rogers of Durham and Joe Hollingsworth of Mount Airy. You guessed it—the N. C. P. A. Executive Committee has been in session.

Note: The management of the Robert E. Lee Hotel, Raleigh, assigned the Bridal Suite to the Executive Committee for use during the "Victory Conference." Someone suggested the reason for this was to familiarize Joe Hollingsworth with such a suite of rooms—just in case.

(7) Alfred Vernon Baucom of Apex is shown filling one of the thousands of prescriptions compounded annually in the A. V. Baucom Pharmacy. Mr. Baucom has found time not only to manage a first-class pharmacy but is also active in the civic life of his community. He has served several terms as county commissioner and on the local school board. Incidentally, Mr. H. O. Holland (picture No. 3) was an employee in this store for many years before opening his own business in Apex.

If you have an interesting snapshot suitable for reproduction in the CAROLINA JOURNAL OF PHARMACY, mail to W. J. Smith, Drawer 151, Chapel Hill, N. C., together with explanatory notes. All photographs returned immediately after use.

TEMPLE UNIVERSITY
Philadelphia

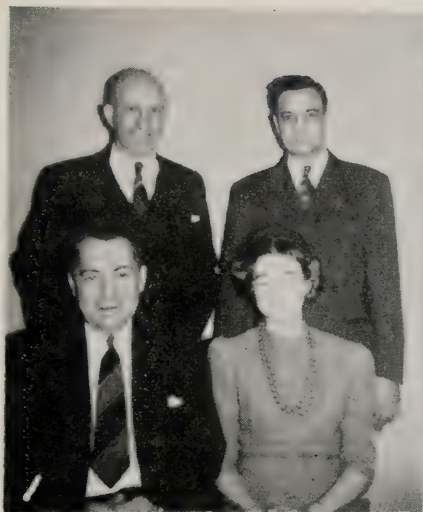
Mr. W. J. Smith
N. C. Pharm. Assn.
Drawer 151, Chapel Hill, N. C.
Dear Mr. Smith:

Dr. Kelly has told me of the splendid work you are doing in North Carolina in the interest of the bill to establish a pharmacy corps in the United States Army. I want to thank you in the name of the committee and to add my personal appreciation.

We have had splendid cooperation in many states but unfortunately some have not responded as well as they might. However, we have increasing evidence that the bill will be passed.

Sincerely yours,

(Signed) H. EVERT KENDIG, Chairman.



Births

Mr. and Mrs. K. T. Boatwright of Richmond, Virginia, announce the birth of a son, John Truman, at the Medical College Hospital, Richmond, on Sunday, December 6th. Father Boatwright was in Indiana attending a meeting of Eli Lilly and Company employees when young John Truman arrived, but he didn't lose any time in returning to Virginia to greet his son.

The proud father reports that mother and son are getting along just fine.

News has just reached us of the birth of a son to Mr. and Mrs. H. O. Thompson of Lafayette, Indiana, on November 25th. Mr. Thompson graduated from the State University School of Pharmacy in 1937 and was associated with several drug stores and the Eli Lilly and Company, as a Medical Service Representative, in North Carolina before going to Indiana to continue his pharmacy studies at Purdue.

Mrs. Thompson is also well known in this State—she is the sister of three pharmacists, Mrs. J. A. Mitchener of Edenton, Jesse Pike of Concord and J. W. Pike, Jr., now in service, and the daughter of the late J. W. Pike of Concord.

The Thompsons now have two children—a boy and a girl. The latest arrival has been named Herman O. Thompson, Jr.

Deaths

Robert Bailey Suggs, age 62, pharmacist, owner of the Belmont Drug Company and prominent textile leader, died on December 21 after a long illness.

Mr. Suggs studied pharmacy at the Page School of Pharmacy in Greensboro and later purchased a drug store in Belmont which he operated until he entered the textile business.

He was a Life Member of the North Carolina Pharmaceutical Association and up until his death was actively identified with the religious and civic life of Belmont. He is survived by his wife and two children.

Timely *Tips*

**PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
R BOXES
X LABELS**

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Representative

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Valentine's Meat-Extract

1 4/5 ozs. net

1 dozen at list \$9.00 through wholesaler.

Valentine's Meat-Juice Company

Richmond, Virginia



Feature the LARGE SIZE!

Your Customer
Saves 28c

Sell the Ten Ounce unit. Get the Ten Ounce profit! *And give the regular user of Pepto-Bismol* more for his money!*

Not an antacid—not a laxative, pleasant-tasting Pepto-Bismol works in a different way.

It soothes, calms and quiets an upset stomach—*doesn't add to the upset!*

Color ads in all leading magazines, reaching millions, never stop helping you sell Pepto-Bismol.

The Norwich Pharmacal Company, Norwich, N. Y.

*Reg. U. S. Pat. Off.

We wish you a prosperous and happy New Year



*There is no shortage
of
War Bonds
and
Stamps*

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler

Krauss Company, Ltd., Restrained From Selling Pepsodent Products at Less Than Fair Trade Prices

On December 9, 1942, a temporary injunction was issued against Krauss Company, Ltd., New Orleans, by the United States District Court, for the Eastern District of Louisiana, restraining Krauss Company, Ltd., from advertising, offering for sale, or selling Pepsodent products at less than fair trade prices.

Since August, 1941, the Pepsodent Company has been in constant litigation with Krauss Company in an attempt to curtail the Krauss Company's price cutting. In

the course of its efforts to enjoin the Krauss Company, the Pepsodent Company successfully carried an appeal to the Supreme Court of the State of Louisiana, which held that the Louisiana Fair Trade Act was constitutional, and that the Pepsodent Fair Trade contracts fell squarely within its provisions. The District Court action is based on the Supreme Court holding.

The Pepsodent Company is to be commended for their constant and continuous efforts to maintain fair trade principles.

FOR SALE

**ALEXANDER'S DRUG STORE
WAYNESVILLE, N. C.**

Well established. Splendid opportunity for registered druggist. Completely equipped. Centrally located in new building.

REASONABLE TERMS

Write Post Office Box 771

Asheville, N. C.

U. N. C. Pharmacy School Tops

According to a recent survey the University of North Carolina School of Pharmacy has the largest enrollment of any pharmacy school south of the Mason and Dixon line and east of the Mississippi River.

This record is not just a "happen so." During the past ten years Dean J. G. Beard has strengthened the faculty and made additions and improvements to the School's equipment until today it is recognized as one of the leading pharmacy schools in the country.

A little more than a year ago the School initiated a series of talks before high-school students which, although not meeting with the success hoped for by its sponsors, has helped to maintain the student enrollment in the face of steadily decreasing registrations in the General College.

One particularly notable fact about the enrollment figure is that the percentage of women students is increasing from year to year. At the present time there are twenty-

five women studying pharmacy at Chapel Hill with indications that the number will be even greater during the coming school year.

Dean Beard and the faculty of the Pharmacy School are to be congratulated on this excellent record made in the face of current war conditions and the attitude of so many pharmacists in advising prospective students to "study anything but pharmacy."

Lieutenant Fordham

C. C. Fordham, Jr., past president of the N. C. Pharmaceutical Association and leading Greensboro pharmacist, has been commissioned a lieutenant in the Navy Air Corps and reported for duty at Quonset Point, Rhode Island, on December 22nd.

Mr. J. H. Dever will continue with Fordham's Drug Store as manager. For the time being Mrs. Fordham and her two sons will remain in Greensboro but later they expect to join Lieutenant Fordham.

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA



"Little Pal" says:

"HAPPY NEW YEAR, everybody, and thanks for making 1942 such a good year for me."

Seems as if everybody hereabouts has discovered



PAL HOLLOW GROUND RAZOR BLADES

—and the "Feather Touch" shave thanks to your fine work, and our ads in dozens of Carolina newspapers and in LIFE and the SATURDAY EVENING POST. Just wait till you hear about our plans for next year! Happy '43.

All prices fair traded - - - 40% profit on every Pal sale
Order through your wholesaler

PAL Blade Company 595 Madison Ave. New York, N. Y.

Dowell Cites 3 Reasons for Repeal of Sales Tax

Extemporaneous Remarks by the Secretary of the North Carolina Merchants Association, Mr. Willard L. Dowell of Raleigh, in Regard to the State Sales Tax; Pledges Support to Association's Legislative Program for 1943

I am very happy to respond to Mr. Bissett's request that I speak to you regarding our group's legislative plans for the coming year. We are interested in some of the same subjects—we have some of the same fights in the General Assembly.

As you know, our Board was in session this morning, and one of our decisions was to go on record as requesting the repeal of the State Sales Tax. We have three reasons for urging this repeal and I will outline them briefly:

(1) In order to allow the taxpayers some relief to pay the heavy tax load for the conduct of the war. Every person is going to have to pay 3 to 5 times as much—the government has to have the money, therefore, every state and every county and every town should reduce taxes to the bone.

(2) The State has \$30,000,000 surplus in the General Fund. This is as much money as our Sales Tax has collected in 2 years. The money is lying idle.

(3) The tax law was enacted 10 years ago with a distinct understanding that it was an emergency measure, just a temporary recourse and would be repealed when that condition was improved. The State had a deficit of \$15,000,000 at that time, but today we are in a wave of prosperity and the money is rolling into the State Treasury so fast that the surplus will be even greater at the end of this year. So write to your Representative and Senator and ask them to see that it is repealed.

Another matter passed on in our meeting this morning was an Anti-Trade Diversion Bill. It will not affect the druggists as much as it will affect some other retailers. This Bill would make it unlawful for an employer to sell merchandise, except in some special instances, to employees other than merchandise that is handled by the employer or carried in trade by the employer. I do not know whether there will be any chance of getting this through with the present

price control, but this Bill is primarily for the period after the war.

We are favoring no change whatsoever in the existing maximum-hour law or any new bill concerning wage and hour legislation. However, unless there is one enacted, we will be very much surprised. The less of that kind of legislation the better off we will be, for we should leave these laws alone for the present. There will be at least an amendment offered to eliminate the exemptions. This would affect everybody employing even one person—that would hit every druggist in N. C.

We are against the N. C. Unemployment Compensation Commission taking in every employer of at least one person. The Board is opposing that change and probably your Board will feel the same way about it. Unless we are prepared for these fights, we may be left holding the bag.

I thank you for the privilege of just mentioning to you these matters pertaining to the General Assembly. I pledge my whole-hearted support to the things you do want, and my whole-hearted opposition to the measures you do not want.

Mr. Andrews: May I ask a question? In regard to sales tax, I have been in it from the beginning. The people of N. C. can do anything, but the organizations cannot get this legislation repealed without support from the public.

Mr. Dowell: You through your organizations and we through ours should have our customers go to their Representatives and ask them to repeal this law.

Mr. Daniel: I think our Representatives are afraid of this sales tax. I think Mr. Bowman is afraid to mention sales tax. He is afraid something will follow. If we can do something among ourselves, we might be able to accomplish something definite and worth while but not just through the Representatives.



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LIVITAMIN

Each fluidounce represents:

Fresh Liver (as liver concentrate).....	3 ozs.
Thiamine hydrochloride (B ₁).....	300 U.S.P. Units
Riboflavin (B ₂ , G).....	1000 gamma
Nicotinic acid (PP Factor).....	25 mg.
Pyridoxine hydrochloride (B ₆).....	187 gamma
Pantothenic acid.....	2315 gamma
Filtrate factor.....	20 J. L. Units
Iron and Manganese peptonized.....	30 grs.

Livitamin enables the physician to prescribe adequate doses of iron in a readily assimilated and well tolerated form, supplemented with all the recognized factors of the vitamin B complex and the antianemia liver principles. The iron and manganese peptonized in Livitamin cause no gastric disturbance. It is a palatable tonic that children will take readily.

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2. A Fair Trade item that assures generous profit.
3. 5% CASH BONUS (in addition to jobbers discount) on \$8.00 quantities or more.
4. Our newspaper advertising alone reaches over one million people each week in North Carolina.
5. 481% PROFIT when dispensed over the fountain from the one pint size.
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7. Capudine Chemical Co. has been serving the druggists of North Carolina for over 40 years.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Selective Service and the Pharmacist

Major T. H. Upton of Selective Service Headquarters in Raleigh Outlines Procedure to Follow in Asking for Deferments; Suggests Association Formulate Plan for Better Distribution of Pharmacists; Round Table Discussion Brings Out Some Interesting Facts

I was told to come down and talk to you 15 minutes. Since I do not know what type of information you require, I will be glad to answer any questions you wish to ask. Your Association has been working with our office in the matter of deferments. Last March, the Association convinced us that there was a shortage of registered druggists in North Carolina. At that time we issued a form letter to all local draft boards in this State to defer registered pharmacists wherever they were deemed essential, in so far as possible.

The outlook is changing somewhat and I suppose you still have the shortage of druggists, but we also have had a change in the National set-up, so it might be well for you to be thinking about the possibilities of formulating a plan within your own Association for better distribution of druggists. For instance, in some localities you have a large number of druggists and you also have chain stores with a large number of druggists, while there are other stores with just one pharmacist.

Naturally the local boards will weigh each case carefully in classifying pharmacists for occupational purposes. Therefore, you may lose a pharmacist where there are a number in a store. So I would say to you as a group that it would be well for you to formulate a policy of your own in regard to the distribution of your pharmacists.

That is all I have to say at this time, but if there are some questions I shall be glad to answer them.

Mr. McDuffie: Is the government contemplating the allocation of druggists?

Major Upton: Insofar as I know, no. We have investigated and are satisfied that there really is a shortage of druggists. But I doubt if you would have if the distribution were different.

Mr. Gilliam: Is the final decision left up to the local boards?

Major Upton: It is left to the board, and if the person is not satisfied he may appeal to the next higher board, but he must

do this within ten days before he is to report.

Mr. Gattis: How will the 38-year age law affect a man who is single and 43?

Major Upton: We have instructed our Boards to defer all men over 38 years of age. Frankly, the Army didn't want them in the first place, but Congress said "Yes" so the local boards had to put them in.

Mr. McDonald: What will happen to those over 38 who have already been inducted?

Major Upton: They will be released upon request if the pharmacist is considered essential.

Mr. Pike: If a person is to be drafted, what are his chances of going into the Navy or some other branch of Service?

Major Upton: Frankly, his chances are slim. The question is a little premature but since it has come up I will say that we haven't received Government regulations on it, but I understand the air corps is still open, and I understand there will still be a very limited recruiting of a small group of specialists. I doubt if this profession would fall in that class.

Mr. McAllister: Does this close volunteering for Officers Candidates School?

Major Upton: No, you may still be inducted in the O. C. S.

Major Upton: You may be interested in knowing something of the procedure in asking for a deferment. In asking for deferment, form 42A should be filed before the man is classified in 1A. If you are satisfied you can convince the board he is essential and he is definitely a 1A candidate, you should file form 42A immediately—not after he has been classified in 1A. The Board has already worked on the man's records by that time. I do not believe under those conditions the Board will give it as good consideration as if they had had the information before they classified him. After you have filed Form 42A, the Board is then required to send a notice to the draftee's

(Continued on Page 23)

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HEADACHE**

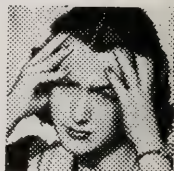


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That's why "BC" offers relief from headaches, muscular aches and neuralgic pains.

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"Keep it on Hand—To Supply the Demand"

employer when the person is classified in 1A, so therefore the employer should file Form 42A in order that this notice will be sent out to him.

Mr. Tate: Our Board has not taken any married men without children. Is it true that they will be taken in March?

Major Upton: If a man is married and has no children, the employer would do well to file Form 42A. The 38-year age clause is not going to have any effect on the time of his going. The 18-19 year law will not put this off as long as expected either for the people are going to be very much surprised at how many of the 18-19 year old boys are already in Service. Therefore, the estimate that married men will go in about March cannot be relied on.

President Bissette: Thank you, Major Upton, for your timely address and discussion.

Christmas Meeting—Charlotte Druggist Auxiliary

MRS. C. H. SMITH, *Reporter*

The Charlotte Womens' Druggist Auxiliary held their regular quarterly meeting at Efrds on December 8th. Mrs. B. M. Humphries, Vice-President, presided during the absence of our President, Mrs. W. S. Obenshain.

A Christmas program was presented by the Program Committee. Dr. Charles M. Boyd was the guest speaker. His subject was "Making Christmas More Christian."

Christmas carols were sung—tables were decorated with lovely poinsettias furnished complimentary by "Roseland Florist." After the meeting several members went to the Red Cross rooms.

Mrs. Obenshain was missed by all—she went as far as Dallas, Texas, with her son, Wiley, who left for the West Coast on November 16th.

Mrs. R. S. Everett has been ill in Memorial Hospital—we are happy to see her out. Mrs. P. C. Day will spend Christmas with her husband in Tennessee.

We missed Mrs. Leslie Barnhardt—our Past President—who was always present at the meetings. Leslie is in the Navy and Lurline is working until he returns.

POWERS-TAYLOR DRUG COMPANY

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Wholesale Druggists

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We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

Look into this LIQUID vitamin
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ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

THE CHATTANOOGA MEDICINE CO.

Chattanooga

Tennessee

Merchandise Shortage—What To Do About It

Mr. Earle Jones of the W. H. King Drug Company, Raleigh, Offers 7 Suggestions for Maintaining Volume and Profit; Recommends Reduction in Opening and Closing Hours

I have been asked to talk about merchandise that will be difficult to obtain and the replacement of lines which will be available in quantity to the retail druggist to help him maintain volume and profit. In my opinion, these are very difficult questions for anyone to answer. War conditions have brought about so many changes in the conduct of our business today, both wholesale and retail, that it is impossible to predict or anticipate what might take place next year, next month, or for that matter, next week.

Needless to say, however, we are as wholesalers very much interested in the welfare of the retail druggist because our future depends on the future of the retail druggist.

As to future supplies of sundry merchandise, perhaps I can best cover this question by relating some of the things that were discussed at a meeting of the NWDA in New York several months ago. Practically the same problems to be discussed here today were considered at the meeting, namely, hours, wages, help, rationing, tire-gas-sugar rationing, etc.

Various departmental heads from Washington (OPA, WPB, ODT and others) were on hand to answer questions related to the subjects mentioned above. Regardless of the question, invariably the answer was the same: No materials, especially critical materials, would be released to manufacturers of any product unless such product is absolutely essential to the war effort or for the health of the Nation.

In other words, all the officials from Washington definitely indicated they were thinking in terms of an all-out war effort.

Since the NWDA meeting, there have been less goods produced for civilian use; in fact, a number of items have disappeared from the market. For example, clocks, watches, electrical appliances and cameras. Others will follow because manufacturers will not be able to secure materials and containers for their products.

Now, what shall we do to offset this loss on items no longer available? The problem is one that will have to be solved by each individual store, depending on its type, i.e., the prescription pharmacy, the merchandising store, etc.

I might say, however, that even with the loss of various items, we should feel very fortunate to be in the drug business at the present time. Washington officials in attendance at the NWDA meeting stated that the drug industry had been classified as essential to the health of the nation.

Up to the present we have experienced relatively little hardship in securing sufficient merchandise to enable us to keep our sales well ahead of last year, or even the year before. For example, go through the grocery store next door, check his variety of can goods, meats, etc., and notice how scanty his shelves are. Visit the syndicate and variety stores, the dress goods and department stores and you can readily see how hard they have been hit as compared with our own stores.

As a means of preparing for the future, I would like to offer the following suggestions:

(1) Check your overhead and trim expenses wherever possible. Cut down delivery service and reduce your opening and closing hours.

(2) Push all kinds of merchandise that are available, especially large sizes and new items. First-aid supplies, especially kits, will be available and in demand.

(3) Arrange attractive window and counter displays with clean merchandise and price tags, bearing in mind that with a shortage of clerk help, well-arranged displays with price tags create consumer buying interest and also help to develop a sort of self-selling merchandise store.

(4) If possible, departmentalize your store. For example, a baby department, a hospital and sickroom supplies department, a cosmetic and beauty aids department, etc.

This gives you an opportunity to suggest companion items.

(5) By all means feature a line of household remedies. There are a number of good ones on the market on which your profit margin is much greater than on the average patent product.

(6) If you operate a soda fountain, don't worry too much about not being able to get chocolate syrup, etc. Develop some special sundae combinations. They are more profitable and mean repeat business at your fountain.

(7) Improve your prescription department. Now, more than ever before, more drugs are going to be sold, especially to the lower income groups. Do not overlook selling companion items also: For example, atomizers with spray solutions; syringes with douche powders.

Remember, too, that with a shortage of physicians (25% less now) you are very likely to be called on to do a little so-called

counter prescribing. Here is an opportunity to suggest vitamin products for which there already exists large consumer demand and it is profitable business.

Last, Remember the Old Saying:

That the rent you pay depends on the number of feet that pass your store.

The profit you make depends on the number of feet that enter your store.

If you operate a down-town store, develop methods of encouraging people to enter your store. If you operate a suburban store, develop methods of preventing your neighborhood customers passing your store to go down-town to buy.

Finally, I want you to know I appreciate the opportunity of being with you today. I hope the few remarks I have made will in some small measure help to solve our mutual problem.

If the W. H. King Drug Co. can be of service to you in your problems, do not hesitate to call on us.

CHECK UP!

Check over your fire insurance as compared to the values in your store.

It's very important not to be caught short if a fire should occur.

When you need additional insurance merely drop a card to the Druggists' own Company.

We are here to serve you.

The American Druggists' Fire Insurance Co.
Cincinnati, Ohio

Some of Our State Agents

Mr. E. F. Rimmer
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WE SPECIALIZE IN SATISFACTION
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ASCORBIC ACID

**SCIENTIFICALLY
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VITAMIN B COMPLEX

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Inquiries invited on other pharmaceutical products

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Manufacturing Chemist
GREENSBORO, N. C.

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Two Remodeled Drug Stores ~ ~ ~ ~ ~



GOODES DRUG STORE, ASHEVILLE



HOLLINGSWORTH PHARMACY, MOUNT AIRY

DRUG TRAVELERS DIRECTORY

Tire and gasoline rationing have curtailed, in general, the traveling schedules of many salesmen, some to such an extent that it will be impossible for them to call on you as frequently as in the past. As a patriotic gesture and one that will be appreciated not only by the salesmen whose ads appear below but by the Editors of The Journal as well, we ask that you prepare a list of "shorts" and mail directly to the salesmen whenever possible. By so doing you will be helping to save strategic materials and at the same time will be assisting salesmen, whose very existence depends upon the business which you give them from week to week, to continue to serve you.



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**R. W. Collette, Jr.,
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**J. G. Barnette, 1923 Lombardy Circle
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**Telephone 2-9034
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Representing
Owens & Minor Drug Company**

Massey-Council Scholarship

Administrative Dean Robert B. House announced on December 18th the establishment of the C. W. Massey-C. T. Council Scholarship Fund to aid students at the University of North Carolina.

The Fund has been established by accumulating gifts of C. Knox Massey, son of the late C. W. Massey and a lifelong friend of C. T. Council, both of Durham. All three were students at the University.

C. Knox Massey is a member of the Class of 1925. As an undergraduate he held posi-

tions with several publications and was a leader in the movement to establish the Publications Union at Chapel Hill. He entered the advertising agency business in Durham in 1925 and has been continuously engaged there from that date.

He is now Vice-President of Harvey-Masengale Co., Inc.

A grateful woman on a farm in Arkansas wrote to the vendors of a patent medicine:

"Four weeks ago I was so run down that I could not spank the baby. After taking three bottles of your Elegant Elixir I am now able to thrash my husband in addition to my housework. God bless you!"

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The P in PHARMACIST does not stand for pajamas, profit, and publicity.

H hosiery and ham sandwiches

A alarm clocks

R reduced prices

M money

A advertising

C competition

I income

S self

T time clock

But P stands for professional pharmacy, requiring patience, poise, and principle

H heritage of pharmacy, health, hope

A aid and accuracy

R responsibility, reliability, respect

M mystery, morality, mankind

A ability, alertness, action

C character, care, confidence

I ideals, ingenuity, initiative

S service, sacrifice, skill

T truth, toil, time

The Y in PHARMACY stands for you. Upon that one letter depends its success or failure.

—Drug Progress.

Get Your \$10 ONE A DAY Vitamin Assortment

TWO KINDS

37.3% PROFIT

On Every Sale

Ask Your Wholesaler



SUGGESTED \$10.00 ASSORTMENT

One-A-Day (brand) Vitamin Tablets

		Cost	Selling Price
A & D Tablets, Small	9/12 dozen	\$ 3.00	\$ 4.50
A & D Tablets, Medium	2/12 dozen	1.60	2.40
A & D Tablets, Large	1/12 dozen	1.43	2.15
B Complex Tablets, Small	6/12 dozen	1.80	2.70
B Complex Tablets, Medium	2/12 dozen	1.20	1.80
B Complex Tablets, Large	1/12 dozen	1.50	2.25
		10.53	15.80
Less 5% trade discount		.53	
		10.00	
Less 1% cash discount		.10	
		9.90	9.90

Dealer's profit **5.90**

Profit on Selling Price 37.3%

SUGGESTED \$50.00 ASSORTMENT (Display Included)

One-A-Day (brand) Vitamin Tablets

		Cost	Selling Price
A & D Tablets, Small	4 5/12 dozen	\$17.67	\$26.50
A & D Tablets, Medium	1 dozen	9.60	14.40
A & D Tablets, Large	3/12 dozen	4.29	6.45
B Complex Tablets, Small	2 5/12 dozen	8.70	13.05
B Complex Tablets, Medium	1 6/12 dozen	10.80	16.20
B Complex Tablets, Large	3/12 dozen	4.50	6.75
		55.56	83.35
Less 10% trade discount		5.56	
		50.00	
Less 1% cash discount		.50	
		49.50	49.50

Dealer's profit **33.85**

Profit on Selling Price 40.6%

MILES LABORATORIES, INC., ELKHART, INDIANA

Here's a Special Counter Display Assortment that is designed to fit your Vitamin needs . . . and to make larger sales and **EXTRA PROFITS** for you.

It is a complete Dealer Assortment of BOTH kinds of the popular sizes of ONE-A-DAY (brand) Vitamin Tablets...the fastest moving Vitamin Tablets in the entire Drug Field. The container is beautifully lithographed in colors; designed to show a lot of merchandise in a small space, and to help you make TWO Vitamin sales instead of one . . . TWO Profits instead of ONE! The display illustrated contains a complete \$10.00 Assortment. It may also be obtained with the \$50.00 Assortment which provides still greater profit. Available NOW at your wholesaler. *Be sure to get yours.*

NOW! STEPPED-UP SELLING ON ONE-A-DAY (brand) VITAMINS

NOW! More time devoted to selling One-A-Day Vitamins on all 4 great radio shows. **NOW! 94 stations** added to "News of the World"—3 nights a week.

We give your customers the friendly message to "buy One-A-Day Vitamin Tablets from your druggist." . . . 5 nights a week on "NEWS OF THE WORLD"—4 nights a week on LUM N' ABNER—every Saturday Night on THE NATIONAL BARN DANCE—every Sunday night on THE QUIZ KIDS.



Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Groome's Greensboro Gossip

MRS. DEWEY E. GROOME, *Reporter*

Friday evening, December 4th—7:30 at the Vick Club House (Vick Chemical Company) the Greensboro Drug Club and the Greensboro Drug Club Auxiliary had their joint annual Christmas dinner party.

The committee in charge—from the Drug Club: Tom Waugh, Lawrence Thomas, Lon Russell and J. M. Cates, Jr.; From the Auxiliary: Mrs. George Neister, chairman, Mrs. I. O. Wilkerson, Mrs. O. C. Trogdon and Mrs. M. G. Morris—did a swell job—decorations were beautiful, food splendid and prizes galore were wonderful. Last, but not least, their guest speaker just the very one for this occasion—Mr. W. J. Smith, Managing Editor for the CAROLINA JOURNAL OF PHARMACY.

In the absence of Mr. Jesse Tyson, past President, as well as Mr. C. H. Bradford, Vice-President, J. M. Cates, Jr. presided. He said he was pinch-hitting—and we might say to Jimmy he did a nice job.

Immediately following the banquet the ladies and men separated—each to hold a short business session before starting our fun. Yes, the fun got under way in the form of Bingo: the prizes were beautiful—thanks to Justice Drug Company, Vick Chemical Company and almost every local Drug store in town and to Southern Dairies. It took M. G. Morris, Tom Waugh, T. C. Woodard and several others to distribute these bingo prizes. After bingo dancing was enjoyed.

Of course it is a busy time with everyone, but these Greensboro Druggists and their wives decided they needed time out—and they took down their hair and had a good time to start the season which from all indications is going to be the very busiest.

Indeed we had a Christmas tree—and table decorations.

Greensboro in its entirety feels quite keenly the loss of one of our oldest and most reliable druggists—Mr. Howard Gardner. Mr. Gardner was not only a valuable druggist but a splendid churchman as well, having served as treasurer of the First Baptist Church for nineteen years.

Our friend Steve Frontis is now in the Navy—left us in November. We not only lost Steve but his attractive wife, Mrs. Steve, who left the first of December to work in Washington, D. C. Our good wishes go along with both for the very best success in their new work. Mrs. Frontis has been one of the most active members in our Auxiliary and we will miss her.

Of course you know "Professor" John L. Howerton—veteran pharmacist, and one of the best. He is now with "Doc" Sam L. Jones at Elm Street Pharmacy. Our best wishes are for you, Mr. Howerton, in your new work—or perhaps we should say your new home instead.

We are mighty proud of the W. A. Huntleys—they came to us from Kernersville, where Mr. Huntley was connected with the Jones Drug Store. He is now connected with Cecil-Russell Drug. Yes, that means a new member for the Drug Club and we are proud to report that Mrs. Huntley joined the Auxiliary December 4th.

The W. D. Tennents (Walgreen) have been in Greensboro a little more than a year. Yes, the "bug" got them—they are now members of the Drug Club and Auxiliary. We are so glad to have them—of course they are going to be enthusiastic members!

Roland Whitley (Vick Chemical Company) although he says he is quite a young man—we know he has been a member of the Drug Club for a long time. We are trying to say this, he has a most attractive wife—she came to the Christmas party—and the Auxiliary was so glad to welcome her as a new member. Ann, we are proud of you—and look out—we find the best way to keep our members interested is to give them something to do—better let us know your talent!

Roland Whitley and W. L. Moose (Vick Chemical Company) were responsible for arrangement and meeting place for the Christmas party held December 4th at the Vick Club House. We thank them most graciously—they did a most complete job—they usually do.

(Continued on Page 33)

Accounting and Record System for the Retail Pharmacy

As an additional service to the retail drug trade, Eli Lilly and Company has prepared and published the "Accounting and Record System for the Retail Pharmacy." Copies are available free of charge to proprietors of all drug stores in the United States and Canada and are being distributed through Lilly medical service representatives exclusively.

The "Accounting and Record System for the Retail Pharmacy" is simple to use, requires a minimum amount of time to keep up-to-date, and provides adequate information about a business for the knowledge of the proprietor and for tax purposes. Except for the end of the month and the end of the year, a few minutes each day will be sufficient to record all necessary figures.

The system takes current problems into consideration because, in addition to providing forms for the usual information about cash receipts, expenditures, and the like, the plan includes space for listing excise and sales taxes, and those deductions from salary that are authorized by law. It also includes other information that, while not necessarily a part of an accounting system, is nevertheless very important in operating a successful retail drug store.

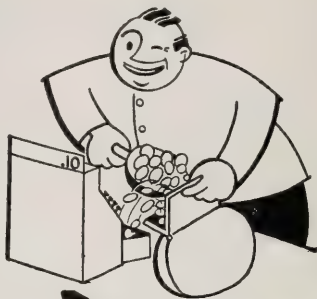
If the proprietor of a pharmacy desires to use the "Accounting and Record System for the Retail Pharmacy," his Lilly medical service representative will present him a copy without charge.

A Kansas editor hit on the following gentle device for dunning delinquent subscribers to the paper:

"There is a little matter that some of our subscribers have seemingly forgotten entirely. Some of them have made us many promises but have not kept them. To us it is a very important matter—it's necessary in our business. We are very modest and don't like to speak about such remittances."

She: "And what would you be now if it weren't for my money?"

He: "A bachelor."



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

GROOME'S GREENSBORO GOSSIP

(Continued from Page 31)

Although we are quite proud of our C. C. Fordham, Jr., there will be a lot of us who will feel like walking around with tears in our eyes. C. C. will leave us December 20th for Navy service—a Sr. Lt. if you please! We knew he had it. He will be in Quonset, R. I., for a while. Mrs. Fordham, (Frances) will join him in the near future. In the meantime, and until he has time to do his share in winning this war, C. C. says that he is glad to say that the capable James Henry Dever will carry on and that he has no worry—he knows that Fordham Drug will run right along in tip-top fashion. All good wishes to you and the best of luck, C. C.

Mr. Chas. G. Hicks is now with Bill Sellars (Greene Street Drug). Mr. Hicks was formerly with Boone-Isley in Raleigh—although a native of Greensboro. We are glad you decided to come home, Mr. Hicks, and we know you will be happy with the Greene Street Drug family.

Speaking of Greene Street Drug . . . we extend our sympathy to the Sellars—both Margaret and Bill. We know how 'tis to have a pet and lose it—they had double trouble—three sick pups and lost two of them. Better luck to you next time! During these busy days—not only in drug stores but everywhere—we are wondering if Bill's pink pills for pale pups had been rationed!

Just in passing the Greensboro Drug Club—and the Greensboro Drug Club Auxiliary—wish for you and you and you . . . the very Merriest Christmas and the very Happiest and most Prosperous New Year.

The absence of the McNeelys was most conspicuous at the Christmas party, especially so for Mrs. Mac—we think we can always count on her attendance and good work. In checking to see what happened to them—first she said they were so busy at the store—on second thought and in conversation she gave it all away in her own words. Yes, it was her birthday and she was sitting by the telephone patiently waiting—just so sure that the granddaughter would be born on her birthday. Yes, at nine twenty a call

came from her second son Frank Hobbs McNeely from Charlotte saying that little Marie Elizabeth arrived safely at three minutes of nine. This being their first they think it the very smartest yet. This is the fourth grandchild of the McNeelys; Frank, the proud father, is connected with the Carolina Transfer & Storage—a graduate of Guilford College in 1939—while the proud mother was the former Miss Elizabeth Wilkinson of Greensboro and a graduate of Woman's College in 1939. Congratulations—yes to mother and Dad and to Grandma and Grandpa!

Mrs. Mac (McNeely Drug) tells us they were so disappointed they didn't get to the Christmas party—and determined not to be out-done went out and bought for themselves a \$7.00 turkey. Imagine that! They have had turkey and all the fixin's for a solid week now. We will take notice at the next meeting to see if the waist-line is increasing!

Mrs. Laura Brown, formerly with Revolution Drug, is now connected with McDuffie-Eubanks. Good luck to you Laura in your new duties.

The Greensboro Drug Club held a short business meeting immediately following the Christmas banquet, Friday, December 4th, in the Vick Club House. This was the time for election of officers—C. H. Bradford was elected President, Roger A. McDuffie, first Vice-President, J. M. Cates, Jr., second Vice-President and Miss Carolyn Cox, re-elected Secretary-Treasurer.

Indications are that a great benefit was derived from the discussions at this meeting concerning the druggists' problems at this time. Efforts will be made to hold regular meetings during the coming year.

A short business meeting of the Woman's Auxiliary was held immediately following the Christmas banquet. Three new members were greeted—Mrs. Roland Whitley, Mrs. W. D. Tennant and Mrs. W. A. Huntley. We were certainly pleasantly surprised with our attendance—the biggest representation we have ever had. Mrs. Frank Hayes made report of work being done at the Red Cross Chapter. She is delighted with the interest shown and work accomplished.

PROTECTED PROFITS • •

For The DRUGGIST



Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

ORDER EVERFRESH FROM YOUR JOBBER



CITRATE OF MAGNESIA

The McCAMBRIDGE & McCAMBRIDGE CO.

12 L STREET, S. E.

--

WASHINGTON, D. C.

For Sale

- 1—14 ft. soda fountain.
- 1—electric carbonator.
- 1—Coca-Cola dispenser.
- 1—Rx case complete with balances, etc.
- 1—cigar case.
- 1—wrapping counter.
- 1—departmentalized national cash register.
- 3—stepup island display stands.
- Miscellaneous drug store equipment.

For further information, write

Gus Neville

Southside Pharmacy
Spring Hope, N. C.



“IT’S FAMOUS

because

IT’S GOOD”

News Notes from the Home Front

J. E. Treadwell (Colgate-Palmolive-Peet) has enlisted in the U. S. Army Air Corps and is stationed at the Cannon Air Port, Charlotte. After three more months training he will begin ferrying bombers all over the country. "Give my regards to all the druggists in Eastern Carolina," says Mr. Treadwell.

Clement Byrd, formerly of Roxboro, is now with Reaves Pharmacy, Asheboro. **Steve Frontis**, Lilly Representative in the Greensboro area, has enlisted in the Navy as Pharmacist Mate, second class.

Lt. E. V. Stephenson of Seaboard and Madison, graduate of the U. N. C. School of Pharmacy, class of 1937, is now stationed at Camp Elliot, San Diego, California. "Steve" enlisted this past Spring and was stationed at Quantico, Va., at first, later at New River. He is in the Marine Corps.

L. L. Sloop, for the past several years with the Rowan Drug Company, Spencer, is now with the Linn-Edwards Drug Company, Landis. **J. C. Murphy** recently accepted a position with the Dennis Drug Company, Shelby, replacing C. M. Dennis who has enlisted in the Army.

J. W. Neil, former Shelby pharmacist, is now in North Africa. **T. Wayne Russell**, High Point pharmacist, was inducted into the Army on December 16th:

E. C. Sutphin, graduate of the U. N. C. School of Pharmacy, class of 1938, is now working in his home town of Galax, Virginia. He recently completed an extension course in materia medica, pharmacology, histology and laboratory procedures on which he has been working since 1938. Incidentally, the local banking institution of Galax is using a unique check carrying reproductions of two galax leaves, so popular at Christmas time.

A. J. Thomas of Moncure was arrested on December 22 by **J. F. Bradshaw**, FBI Agent, for illegal possession of 45 quarter-grain morphine tablets believed stolen from the Atkinson Drug Company on November 21.

David F. McGowan of Asheboro was called to active duty in the Marine Corps

on December 7. After eight weeks of training in South Carolina followed by a similar period of training at the Marine Base at Quantico, Virginia, he will be commissioned a second lieutenant.

Ernest Brown, pharmacist and owner of the Ernest Brown Drug Company, Greenville, reports that "after 4 months and 4 days I have just had the opportunity of having a water spigot (the qs department) installed in my prescription department. This department was added only by virtue of my pleading with and begging every plumber in the City of Greenville."

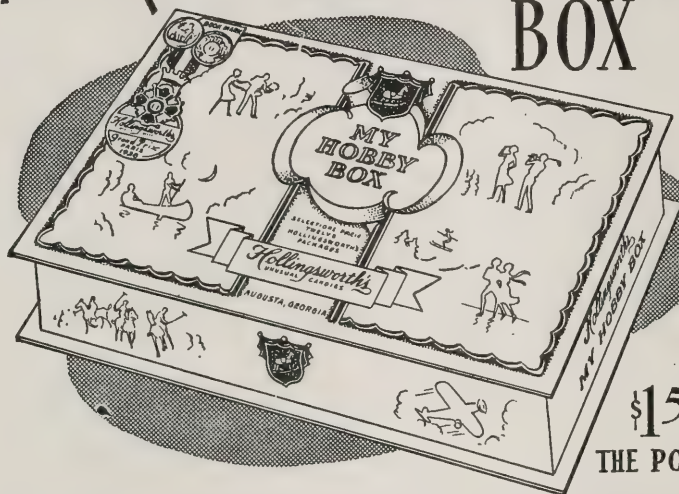
Here's an announcement by the Paul Webb & Son Drug Store, Shelby, of interest: "Yes sir-ee! Paul Webb's Drug Store has broke a record of forty-one years standing. We've moved, lock stock and barrel—into the newest, neatest store in town! We've got a whole store full of brand new custom-built fixtures—a real renovation in display and merchandising appearance. We've bought new stocks and spared no expense in bringing to you the niftiest drug store for service we knew how to plan. We invite our customers to come and see what we've done. We are holding open house for your approval."

Mr. Webb and his son, both registered pharmacists, will manage the newly renovated store and advertise, with pride, "Registered Druggist On Duty at All Times." The store stocks a complete line of quality paints and does a substantial volume in seeds each year.

H. H. Leonard, Southern Divisional Sales Manager, Endo Products, Inc., has returned to North Carolina to replace two Endo Representatives, **Clarence D. Agan** and **E. C. Brown**, both of whom have gone into service. For the duration Mr. Leonard will cover North Carolina and Eastern Tennessee for Endo Products. His present address is 1415 Wiltshire Boulevard, High Point, N. C.

L. R. Sparks of Durham and **A. M. Hicks** of Charlotte, both Pharmacist Mates (2/c), are stationed at the Division Field Hospital, New River, N. C.

We Recommend.. MY HOBBY BOX



\$1.50
THE POUND

For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

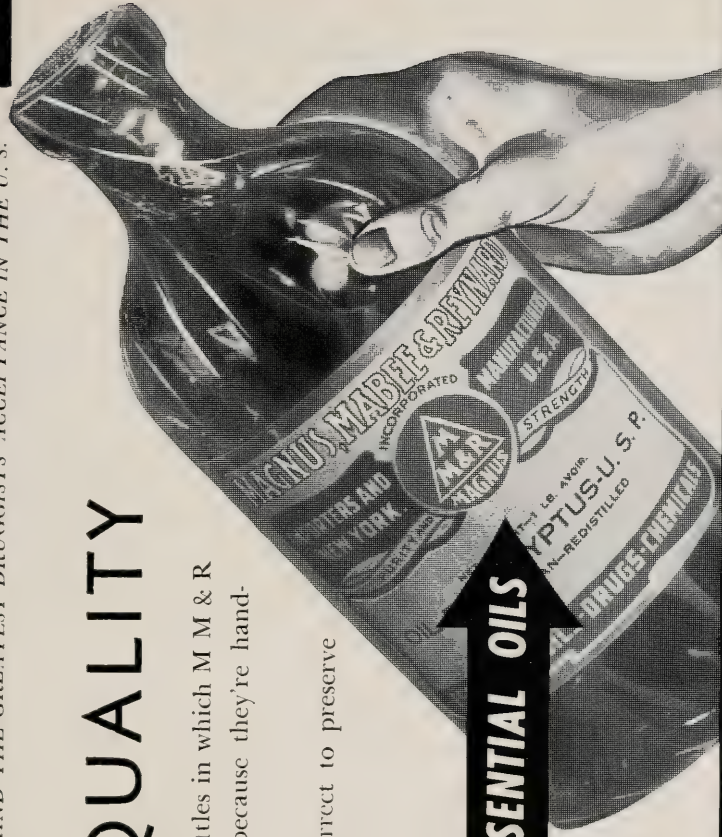
UNIFORM QUALITY

Druggists like the professionally uniform bottles in which M M & R Essential Oils and Balsams are packaged because they're handsome enough to be kept out in the open.

The special amber glass is scientifically correct to preserve the *extra quality* of M M & R oils.

THE QUALITY LINE OF ESSENTIAL OILS

Order Through
Your
Wholesaler



MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

16 DESBROSSES ST.



AROMATIC CHEMICALS, ETC., SINCE 1895

NEW YORK, N. Y.



Something New in the VITAMIN FIELD

Eli Lilly and Company medical service representatives are now introducing to the medical profession two combinations of ferrous sulfate and thiamin chloride, especially recommended for iron-deficiency anemias.

FERRO-BETALIN (Iron and Thiamin Chloride, Lilly) is supplied in tablets, packages of 100 or 1,000.

FERRI-BETALIN (Iron and Thiamin Chloride, Lilly) is supplied as an elixir, in pint and gallon bottles.

Your prescribers will be writing for these two important products. Maintain adequate stocks.

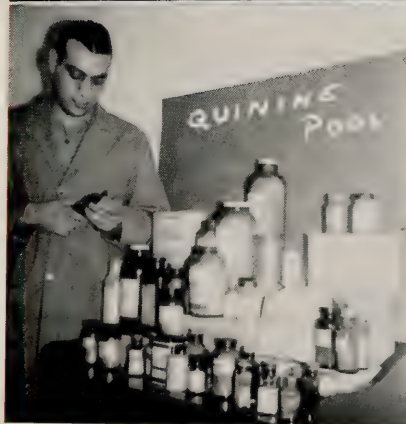
THE W. H. KING DRUG COMPANY

Wholesale and Manufacturing • RALEIGH, NORTH CAROLINA

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



Three members of the 1943 General Assembly, now in session in Raleigh, are pictured, left to right, T. R. Burgiss, Sparta; R. T. Fulghum, Kenly and R. C. Harrelson, Tabor City. Mr. Burgiss and Mr. Fulghum are members of the House; Mr. Harrelson a member of the Senate from the Tenth N. C. District. All three legislators own and operate retail drug stores.

* * *
Joe LaRocca, U. N. C. Pharmacy School graduate student from Pueblo, Colorado, examines a two-day collection of quinine and cinchona alkaloids assembled by the N. C.

Pharmaceutical Association in preparation for shipment to the National Quinine Pool. The collection pictured above represents approximately 5,000 five-grain doses of quinine sulfate.

February, 1943

• National Quinine Pool Established • Legislative
News from Raleigh • Pharmacy Corps Bill Re-
introduced • News from the Home Front

"HEALTH ALONE IS VICTORY"

—Thomas Carlyle



Long before the perfidious attack on Pearl Harbor, Eli Lilly and Company was busily engaged in the production of pharmaceuticals and biologicals for the armed forces of the Allied Nations. With the declaration of war the activity was intensified with the result that today a large portion of the company's personnel and equipment is devoted to the war effort. Orders for tablets by the million, ointments by the ton, and anti-septics in quantities that would fill several tank cars are not uncommon.

All emergency responsibilities have been met with no serious neglect of civilian needs. With the exception of a certain few for which crude materials are unavailable, physicians can still prescribe and pharmacists dispense Lilly Products essential to the public health. Lilly medical service representatives call on your doctors regularly, stimulating interest in your prescription department, emphasizing the professional service you are in position to provide. Co-operate with your Lilly man. He works for you, never against you. That is the Lilly Policy.

ELI LILLY AND COMPANY • INDIANAPOLIS, INDIANA, U. S. A.

Lilly



BUY WAR BONDS

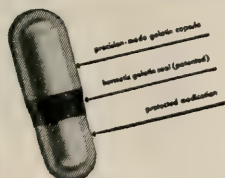
AND STAMPS

PHYSICALLY FIT

For Maximum Efficacy and Convenience in Medication

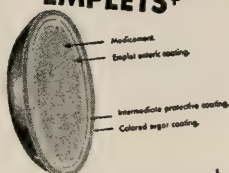
The same painstaking research, production care, and scientific control which make Parke, Davis & Company's medications so dependable for quality enter into the physical means of containing these various medications—for maximum stability—for ease of administration—for convenience of therapy.

KAPSEALS⁺



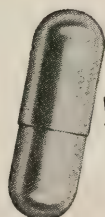
Hermetically sealed gelatin capsules with distinctively colored bands; prolonged protection of contents.

EMPLETS⁺



Special enteric-coated tablets of certain drugs requiring passage through the stomach unchanged.

CAPSULES



Hard Gelatin, filled; as clear and sparkling as the P-D empties for compounding.

CAPSULES



Soluble Gelatin, filled, soft, elastic; all air excluded when filling.

AMPOULES



Sterile solutions, accurately compounded, and supplied in a type of glass that properly preserves their essential characteristics.

STERI-VIALS⁺

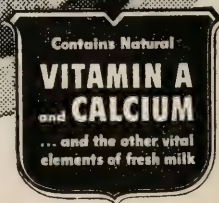
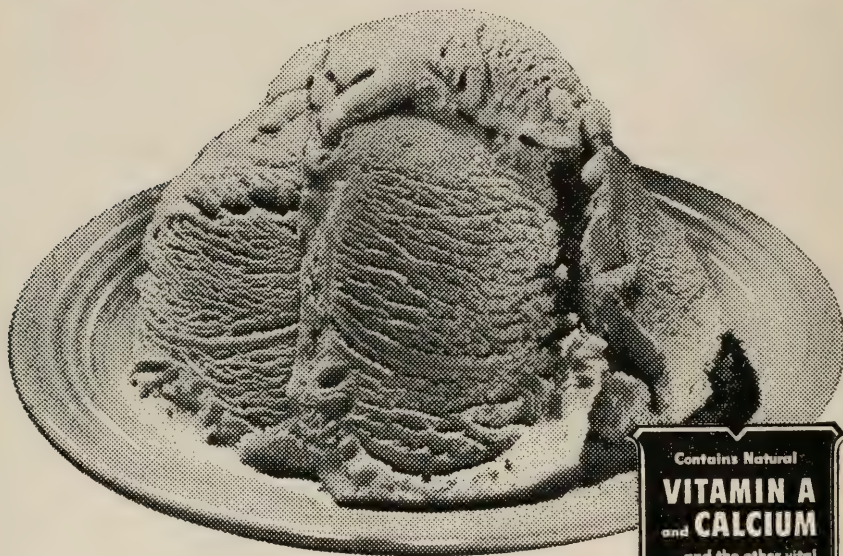


Convenient, rubber diaphragm-capped vials of sterile solutions for parenteral use.

†TRADE MARKS REG. U. S. PAT. OFF.

PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

Wartime Nutrition



When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

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We Tell 'em — You Sell 'em



**Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day**

HEADACHES-NEURALGIA Eased Quickly with "BC"

Agonizing headaches and annoying neuralgic pains usually hurry to the relief

Ingredients in formula, "BC" is for the relief

of muscular aches and functional periodic pains. Acts as a sedative in simple nervousness. 10c & 25c sizes. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

FOR MORE THAN FIFTY YEARS

David's
SANATIVE WASH

Has been the standard remedy for
Scabies (the Itch) over the South-
eastern States.

The current deal is
One bottle free with each 11/12 dozen
Expiration date March 1, 1943



From your own Wholesaler or from

OWENS & MINOR DRUG CO.

Incorporated

1000 E. Cary Street

Richmond, Virginia

Who have been good drug Wholesalers since 1882

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXIV

FEBRUARY, 1943

No. 2

The 1943 General Assembly

With more than a month of legislative work behind them, members of the 1943 General Assembly are hopeful that the current session will be over by March 1. Veteran legislators freely predict that the 1943 Assembly will be one of the shortest on record despite war-time problems, nine months school proposal, war bonuses for teachers, repeal of Sales Tax, etc.

In order to be prepared for any unfavorable legislation which might be introduced in the Assembly this session, members of the N. C. Board of Pharmacy and the N. C. P. A. Legislative Committee met in Raleigh on January 21st. Representing the Board of Pharmacy were F. W. Hancock, Secretary-Treasurer, M. B. Melvin, Roger A. McDuffie and H. C. McAllister, Assistant-Inspector.

Representing the Association at the meeting were the following: Phil. D. Gattis, Chairman of the Legislative Committee, J. G. Beard, I. W. Rose, Paul H. Thompson, Paul B. Bissette, W. J. Smith and F. O. Bowman, Attorney.

Also present at the meeting were pharmacists T. R. Burgiss of Sparta and R. T. Fulghum of Kenly, both members of the House this term, and Senator R. C. Harrelson of Tabor City (see cover page photo).

The joint group re-emphasized its determination to oppose all legislation having to do with the lowering of pharmacy standards; decided against introduction of legislation for the purpose of revising our present pharmacy laws; authorized the appointment of a committee to approach Governor Broughton in regard to his recommendation that the funds of all licensing boards collecting money in the name of the State be turned over to the State Treasurer; dis-

cussed the State Sales Tax and several other matters but took no definite action in regard to the latter items.

A member of the Assembly appeared before the joint group to discuss a proposed bill which he stated would be introduced at an early date. The bill has to do with the licensing of an individual, now operating a drug store in Eastern North Carolina, who is a graduate of the Southern College of Pharmacy but who has never taken the Board examination in this State. Vigorous opposition to this sort of legislation was registered with the Legislator and to date—a week after the meeting—the bill has not been introduced.

In this connection mention should be made of several other bills in the offing; bills which have been drawn but have not been introduced for various reasons; the major one being a desire on the part of the Legislators to sound out the Association on its reaction to the legislation before the bill is started on its way through the Assembly.

One prospective bill would, if passed, license a drug clerk as a pharmacist for the "duration"; another would force the Board of Pharmacy to grant reciprocity license to a person who is ineligible under our present law governing transfer of license from one state to another.

Senate Bill No. 40, introduced by Senator Lee Weathers of Cleveland County, provides that out of the five members of the State Board of Health appointed by the Governor (four are named by the Medical Society of N. C.), three shall be designated as follows: One a commercial dairyman, one a food processor and one the operator of a restaurant or similar business.

Dr. Carl Reynolds, State Health Officer, in discussing this Bill stated: "As the

State Board of Health is concerned with preventative medicine, it should be controlled by the medical mind, which is specifically trained in all preventative medicine, including sanitary and other measures designed to preserve health and prevent disease, and *not limited to any one activity.*"

The passage of Senate Bill No. 40 would possibly eliminate the pharmacist now on the Board of Health. For this and other reasons, the bill is being opposed by officials of the Association.

Another piece of legislation which is being watched carefully is a proposal to bring all businesses which employ as many as six persons under provisions of the Unemployment Compensation Act. The present Act exempts businesses with eight or less employees. A bill essentially the same as this one was successfully opposed by the N. C. P. A. two years ago and will be fought again on the ground that it is just another additional 3% tax on the small employer who is already bearing more than his share of the tax burden.

The Joint Finance Committee has recommended that the State tax on soda fountains and soft drink stands be reduced 50% and that where peddlers sell medicine, drugs or similar products the license fee be double the current schedule.

Willard Dowell, Secretary of the N. C. Merchants Association, headlined the opposition to the State Sales Tax during a hearing on this measure on January 26th. The Sellars "Anti-Sales Tax Measure" has gained considerable support—the hearing attracted more persons than any other so far during the 1943 Assembly—but is believed to have little chance of passage. According to one veteran legislator, the fact that the State Administration did not present any opposition during the hearing is highly significant. In other words, if we are to believe this individual, the State 3% Sales Tax is "in the bag" for at least two more years.

On Saturday, January 23rd, M. B. Melvin of Raleigh, representing the Board of Pharmacy, and Phil. D. Gattis, W. J. Smith and F. O. Bowman, representing the N. C. Pharmaceutical Association, called on Gov-

ernor Broughton in connection with his recommendation to consolidate all funds of licensing boards with the State Treasurer. Governor Broughton assured the Committee that it was not his intention to change the present status of professional boards, of which the Pharmacy Board is one of the more important, and that in the event legislation is introduced contrary to this, he would be in our "pew."

The foregoing comments just about sum up the situation in Raleigh up to this point; however, like a sudden Spring shower, anything may happen between the time this news is published and mailed to you. Of this you can be certain, the Association and its Attorney, Mr. F. O. Bowman, will do their level best to represent you and your interests during the remainder of the 1943 General Assembly.

Pharmacy Corps Bill Reintroduced

The Reynolds-Durham Bill to establish a separate Pharmacy Corps in the Army has been reintroduced in the Senate and House of Representatives by Senator Robert R. Reynolds, Chairman of the Senate Military Affairs Committee, and Representative Carl T. Durham, a member of the House Military Affairs Committee. The new Senate Bill number is S. 216 and the new House Bill number is H.R. 997. These bills have been referred to the respective Military Affairs Committees for consideration. Hearings before the House Committee are expected to be completed soon after the vacancies (5) on the House Committee are filled, which will be at an early date.

Wanted

Experienced front clerk; excellent salary for right man.

WRITE

E. R. Toms
Toms' Drug Store
Wilmington

Drug Stores at Salisbury Shorten Hours

Eight drug stores in Salisbury have voluntarily shortened their hours in compliance with OPA requests to reduce deliveries and conserve fuel and other supplies.

The new program became effective Friday, January 15th, and is as follows: Monday through Friday, 8:30 A.M. to 9:30 P.M.; Saturday, 8:30 A.M. to 10 P.M.; Sunday, 9 A.M. to 11 A.M.—2 P.M. to 7 P.M.

The druggists also agreed to limit all deliveries to a minimum of 25c.

The new schedule results from a preliminary survey made by the N. C. P. A. followed by local conferences with Salisbury druggists. The concluding details were handled by C. L. Murphy, Rowan County Legislative Representative for the N. C. P. A.

A Good Reason Why Liability Insurance Should Be Carried

A recent Supreme Court case allowed a recovery of \$2,650.00 against a drug store for negligence in including a dangerous poison in a physician's prescription.

A doctor gave the plaintiff a prescription for a tonic in capsule form to be taken internally. The plaintiff contended that the defendant drug store negligently included in the capsules "atropine, a poisonous and injurious drug not called for in said prescription." The defendant drug store maintained the prescription was properly filled.

Doctors testified that their diagnosis and clinic indicated Atropine poisoning and claimed prescription was O.K.

The pharmacist who filled the prescription was a relief pharmacist and testified that he had on hand atropine dispensing tablets used in prescriptions. The prescription called for arsenic acid and strychnine. There was testimony that the three drugs were kept in the same compartment in different bottles.

Chemists testified both ways as to their analysis of the capsules. Some said they contained atropine. Others said they didn't.

The jury allowed a recovery of \$2,650.00 and it was affirmed by the Supreme Court.

Folder

The management of the Greene Street Drug Company, Greensboro, is using a very attractive and uniquely designed folder to inform their customers of changes in the stores' delivery schedule and opening-closing hours.

The front cover of the folder carries the following wording: "For the duration . . . Delivery Services are Regulated . . . your co-operation will help!" Turning to the interior pages we find the following announcement: "Week day delivery trips will leave at 10:30 A.M., 4:30 and 8:30 P.M. with drugs and sundry supplies . . . Your order must be in one hour in advance . . . New prescriptions will be delivered immediately after compounding."

Immediately under the foregoing wording the statement "We cannot make fountain deliveries" occupies a prominent position, followed by "Sunday Delivery at 5 P.M. Only."

The store hours of the firm are listed on the back of the folder. They are: Week Days, 8:30 A.M. to 9:30 P.M.; Sundays, 1:30 P.M. to 7 P.M.

Small Town Manual for Community Action

If you are a civic-minded pharmacist and would like to discover the real assets of your community and, more particularly, how to attract new industries to your town, write for a copy of "Small Town Manual for Community Action," published and distributed by the U. S. Department of Commerce.

Many communities in this State have already made use of the Manual. Among them are High Point, Wilson, Wallace, Sanford, Roanoke Rapids, Greensboro, Asheville, Asheboro, Burlington, Goldsboro, Rocky Mount, Tarboro, and others.

Copies of the Manual may be obtained, without charge, from Mr. C. Roy Munde, Regional Manager, Department of Commerce, 601 Atlantic Life Building, 530 East Main Street, Richmond, Virginia.

What About 1943?

By Joseph J. Hammer, Ph.G., L.L.B.

(Attorney for the Bronx County
Pharmaceutical Association)

The average pharmacist faces the new year with fear and trembling. Already, he is beset on all sides by shortages. Labor is at a premium. Goods are difficult to obtain. Credit is tightening up severely.

Collateral to these problems, the pharmacist finds himself without essential defense status, so that he stands in the same position as other white-collar workers with respect to the operation of the Selective Service Act. If chosen by his local draft board, he knows that he will find little or no market for his business as a going concern. Traffic in the sale of drug stores has virtually reached a standstill, with a few notable exceptions.

Cost of operation has necessarily risen. Taxes are likewise on a violent upswing. And, in the last analysis, diminishing volume of business is not being offset by a sufficient increase in price, thanks to the OPA.

All of these factors make the prospect for 1943 look very dark indeed. There is going to be a high rate of casualty in our profession, and we might as well face the facts. It is inevitable that certain members of the pharmaceutical profession will be financially sacrificed to war conditions, just as others are literally giving their lives on the fighting fronts. These are hard facts, but true.

However, there is no reason why we should not see the silver lining in these dark clouds.

It is my firm belief that the profession will emerge from this war lean and hungry, but streamlined—mentally equipped to face the problems of post-war rehabilitation. Many stores will have disposed of their fountains, for reasons of shortage of manpower or otherwise. The rapid decline in the variety of goods available for distribution will make the average corner pharmacy more recognizable as such. It is bound to lose some of the character of the 5-&10c store which it might have acquired during

the highly competitive pre-war period. Credit limitations will put many stores on a sound pay-as-you-go basis, thereby discouraging excessive pyramiding of inventories.

And those pharmacies which survive the lean years will find competition substantially diminished. Moreover, war conditions will have virtually eliminated cut-throat price-cutting. Fair trade will have become solidly established as part of the habit pattern of many who formerly pursued loss-leader operations.

In short, we may look to a post-war pharmacy which is essentially healthier and sounder than pre-war pharmacy. The pharmacist will pick up many habits of operation during the war which will never be dropped, even though the necessity for them appears to have ceased. Shorter hours will become the rule, and a little time will be allotted to store proprietors for pleasure after a day's work. I think we will all enjoy ourselves more and feel better for it.—The Bronx Pharmacist.

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.



Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods



We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

24,192 Rx's Filled in 1942

"Last year we filled 21,279 prescriptions, the year before 18,785 . . . how many will it be this wartime year?"

The above quotation was used by McNairy's Drug Store, Lenoir, to headline their announcement of McNairy's 1942 Prescription Contest. Three years ago this firm worked out the details covering the contest and ran it for a month. The results were so satisfactory that the contest has been repeated each December since that time.

Prizes of \$25.00 in War Bonds and War Stamps (two prizes of \$10.00 and \$5.00 each) are awarded to the persons guessing nearest the number of prescriptions filled during the current year. In order to be absolutely fair all contest blanks are turned over to the local paper at 6 P.M. on December 31st so that not even the management of the store will know in advance how many prescriptions will be filled.

First prize this year was won by a customer who guessed within three of the correct

number of prescriptions filled by McNairy's Drug Store during 1942: 24,192—a gain of 3,913 over 1941.

According to J. S. O'Daniel, pharmacist associated with McNairy's, "the estimations were all close this year as about 35% of them were in the 24,000 bracket. The highest guess was 124,000 (we wish we could) and the lowest guess was 1,500 (we hope this never happens)".

Of the total number of prescriptions filled during the past year 16,082 were new ones: 8,110 were refills. The best prescription month was October.

Since McNairy's is closed three Sundays out of every four and does not open on Christmas day, the two pharmacists—J. S. O'Daniel and the pharmacist-manager, H. M. Deal, filled an average of 74.4 prescriptions every day they were open during 1942.

Few pharmacists in this State can equal the record set up by pharmacists Deal and O'Daniel.



H. M. Deal, left, Manager McNairy's Drug Store;
J. S. O'Daniel, right, prescriptionist.

Current Comment

Gilberto Bautista Colina, a Native of Casilda, Cuba; Graduate of Brevard College and the U. S. C. School of Pharmacy; Licensed Pharmacist; Resident of Charlotte for the Past Two Years and Member of the N. C. P. A., Expresses his Opinion of Present-day Conditions in Pharmacy

My Views on Today's Pharmacies

By Gilberto Colina, Charlotte

Having worked as a pharmacist for the past four years, it has always been my desire to write something concerning pharmacy as a business and a profession. More than likely someone is going to feel that I am stepping on his toes; if so, I express my apologies beforehand.

Our pharmacies today are very far from being actual pharmacies, instead they are a combination of a grocery store, a hardware store, a drug store, and Heaven knows what else. This, to my way of thinking, comes from no other source than the element controlling our so-called drug stores. If I may say so, a great number of our drug stores are owned by men who are licensed pharmacists but whose business ambitions have led them to forget what a real pharmacy looks like. Some have even forgotten their ideals and I dare say they have gone so far as to forget their code of ethics.

A large percentage of our drug stores are owned by men who are not licensed but have taken up the pharmaceutical field as a business proposition and not a profession. Naturally, these men do not have the necessary training in pharmacy other than what they have learned through their years of ownership and experience. It makes little difference to them whether they have an ethical pharmacy or not and they overlook the damage done the profession through which they are making their money. They have never studied the ethics of a pharmacist, therefore, they have little regard for such. Some think that because there is a registered pharmacist in the establishment they are entitled to go behind the prescription desk and perform the duties of a licensed, qualified, well-trained man; sometimes they even forget there is a licensed pharmacist in the store to perform these duties.

I believe you will agree with me that our profession has been degraded to an extent

that it drags the ground and that the above reasons are the main elements responsible. To illustrate how much we are thought of: Last year at the request of my employer I placed my application with our local selective service board for a draft deferment. The draft board replied that they could not find anything in their records where a pharmacist (prescription clerk to them) had any more right to ask for deferment than a grocery clerk. If we are going to be looked upon in that manner, we might as well discontinue pharmacy schools and let anybody fill prescriptions and dispense drugs.

Have we even stopped to think that other professions never let an unqualified man practice in their field? He must have a license, a certificate, or a degree to practice said profession. Usually those men who are not qualified and are illegally practicing their profession often regret that they ever entered upon that unearned career of theirs. We have laws; we have a body of men to see that these laws are enforced; we have an association to protect the profession. Why can't laws and protection be enforced?

This is the only country I know of where a pharmacy in the minds of the people is not a place where many lives are saved by the skill of the pharmacist; where community health is the main factor. They think that a pharmacy (drug store to us) is a place where they can get a meal at a very reasonable price, or a box of soap chips cheaper than at the grocery, or to meet a friend for a bottle of beer. This, in the mind of the professional pharmacist, is truly a disgrace.

I have often heard that ethical pharmacists cannot make a living unless they have a soda fountain and sell such merchandise as toys, electrical appliances, etc. It seems queer to me that in other countries they make a fairly nice living even though their stores are strictly pharmacy shops, while we maintain that we are unable to do so in this

Purepac

JANUARY-FEBRUARY DEALS

ON

*FAST-SELLING VITAMINS, SPECIALTIES,
DRUGS AND HOUSEHOLD LIQUIDS*

ASK OUR SALESMEN
ABOUT THE
TWO BIG DEALS

on

Purepac

MILD TINCTURE OF
IODINE, U. S. P.



DEALS EXPIRE
FEBRUARY 28, 1943

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler



Dear Mr. Secretary

(Letters selected at random from the Secretary's desk)

Dear W. J.:

I have been intending to answer your letter every day since I received it, but I just never got around to it. After those rare volumes of the Journal arrived and I looked over them, I determined to write you even if I had to "gold-brick" to do it—which I, incidentally, am doing.

Those old issues of the Journal were quite enjoyable. I especially enjoyed the early pictures of the Dean. He was quite a handsome young man, I think. I was also interested in learning that the jingle-advertised Pepsi-Cola originated in New Bern. The most striking thing that these old Journals impressed upon me, however, was the contrast they offered between 1915's magazine and the present one. Your publication of today is colorfully bound in an unusually attractive cover and carries items equally as colorful.

I can best sum up what I'm trying to say by quoting the Corporal Technician who works with me. Al London is his name and he is registered in both Oregon and California. He says, "That's the best State pharmacy publication I ever saw, and I've seen lots of them." You are doing a swell job on the Journal, W. J. It is a well-balanced publication that I'm sure every druggist looks forward to receiving.

I was interested in one of the recent Journals to read of the conditions some of our university graduates who are now Army pharmacists are having to work under. Their lack of supplies is not too uncommon, although having no containers whatsoever to dispense in sounded the worse I've heard of yet. We are very fortunate here in the station dispensary. We have practically a model pharmacy that makes working here a pleasure. Our pharmacy is ultra-modern with its curved counters and cabinets, and we have a good stock of mostly USP and NF products which we, of course, prepare ourselves. We fill a large number of Rx's. a day which I'd best not state. That's one thing this naturally garrulous nation of ours has learned practically overnight, and that's to keep its mouth shut.

. . . Well, W. J., I think I've "gold-bricked" long enough so I'd better pack a few hundred APC's.

Best regards,
(Signed) Phil

Sgt. F. P. Link
Station Dispensary
Fort Mason
San Francisco, California

Dear W. J.:

Got your letter about the Quinine Sulfate and have just finished shipping about 700 or 800 Quinine Sulfate tablets, 5 grs., and about four ounces of loose Quinine, to the Pool in Washington.

We want to thank you for letting us know about it, for we want to do our little bit for such a Great Cause. We truly hope that the druggists of our state will do their part, which I am sure they will.

Yours truly,
(Signed) J. D. Bain

Whitley-Bain Drug Co.
Clayton, N. C.

Dear Mr. Smith:

Am sending contribution to Fair Trade Bureau. I think Fair Trade has been a good thing for my business. We appreciate the Tar Heel Digest you are sending us.

Very truly yours,
E. L. McAdams

Asher-McAdams Drug Co.
Burlington, N. C.




It's **NOT** Unusual

for Druggists
to make
EXTRA PROFITS
selling

Peacock

RESERVOIR END Prophylactics

It's the **USUAL** thing--when
clerks **PUSH** sales of these
quality prophylactics with
outstanding health feature.

 **Dean** RUBBER MFG CO.
North Kansas City, Mo.

All Dean prophylactics are sold through drug stores ONLY.

Dean
Headquarters in
Your District
Paramount Sales
Co.
P. O. Box 477
Knoxville, Tenn.

Dean Beard Elected to A.Ph.A. Office

Announcement has just been made by E. F. Kelly, Secretary of the American Pharmaceutical Association, of the election of Dean J. G. Beard as Second Vice-President-Elect for the A. Ph. A., for 1943-1944.

North Carolina pharmacists will be glad to learn of this honor which has come to Dean Beard. As a capable leader and one who has the best interests of pharmacy at heart, he will, we are sure, add greatly to the progressiveness of the American Pharmaceutical Association.

Dean Beard will be installed at the annual meeting of the A. Ph. A. for 1943.

A Chip Off the Old Block

The Winter Quarter session of the University of North Carolina got underway on January 6th with approximately 100 new students entering from various high schools, transfers, etc. In this group was Paul B. Bissette, Jr., son of the President of the N. C. Pharmaceutical Association.

After the entrance examination grades were totaled, college authorities announced that young Bissette was second high on the entire list of more than a hundred candidates. This is a record of which Mr. and Mrs. Bissette and their son, Paul, Jr., may well be proud and they have our heartiest congratulations.

FOR SALE

ALEXANDER'S DRUG STORE
WAYNESVILLE, N. C.

Well established. Splendid opportunity for registered druggist. Completely equipped. Centrally located in new building.

REASONABLE TERMS

Write Post Office Box 771

Asheville, N. C.

Plus Profits from Plough Products

Plough Sales Corporation of Memphis, Tennessee has inaugurated a series of radio programs over seven major radio stations in this State to advertise St. Joseph's Aspirin, Penetro and Penetro Nose Drops.

The seven stations, which give complete coverage of the State, are: WWNC and WISE, Asheville; WAYS, Charlotte; WBIG, Greensboro; WSJS, Winston-Salem; WPTF, Raleigh, and WMFD, Wilmington.

Plough supplements its radio program by running advertisements in 500 daily and 2,800 weekly newspapers, many of which are either published in or have wide circulation in North Carolina.

Give prominent display, both window and counter, to Plough products . . . it will help you to cash in on this advertising campaign,

particularly so since *Plough's full advertised prices are minimum retail prices.*

\$60,000.00

Since the War Bond-Stamp Campaign was initiated last Spring, W. B. Gurley of The Windsor Pharmacy Company, Inc., Windsor, has sold over \$60,000.00 of bonds and stamps to his customers.

Several weeks ago one of Mr. Gurley's customers brought in 750 silver dollars to buy a \$1,000 War Bond. The cash, tied up in a cloth sack, had apparently not been in circulation for some time but it will soon go into action in the form of guns, tanks, ammunition, etc.

Buck: "I hear Robinson is back in the hospital."

Private: "Yeah, he took a sudden turn for the nurse."

Charlotte Drug Travelers

MRS. C. H. SMITH, *Reporter*

The Charlotte Drug Travelers held their regular monthly meeting at Thacker's Restaurant at 1:15 P.M. Saturday, January 9th. The attendance was unusually good and a great deal of enthusiasm was shown, even though the prospects for 1943 are not so bright due to existing gasoline rationing and the tire situation.

The most important feature of the meeting was the election of officers for the new year. The following officers were nominated and elected by popular vote: J. G. Barnette, former Vice-President, elected President for the 1943 term; P. C. Day, Vice-President; C. H. Smith, Secretary; J. W. Bennick, Treasurer—elected for the third consecutive term; N. H. Harris, Assistant Secretary.

While these men are well known to the drug trade throughout this section, perhaps a few comments on each of the new officers will be in order at this time.

Mr. Barnette is a native of South Carolina. He was connected with Old Rock Hill Drug Company before he moved to Charlotte in 1923. He was then associated with Sheppard Drug Company and resigned this position to accept one with E. B. Read and Son Company of Baltimore, Maryland, for whom he has been traveling for the past fifteen years. He married Miss Emma Dowd of Charlotte, and they reside at 1923 Lombardy Circle. They are members of the Second Presbyterian Church. Mr. Barnette is a member of the TMA in both North and South Carolina, and a charter member of the Charlotte Drug Travelers.

P. C. Day, incoming Vice-President, hails from Knoxville, Tennessee. Prior to Mr. Day's present connection, he was with Fritts and Wiehl Wholesale Company of Chattanooga, Tennessee. However, he has been with Andrew Jergens Company for the past fifteen years, having traveled for them in Tennessee and Kentucky before coming to Charlotte nine years ago. He served as President of the TMA in Tennessee while in that territory. Mrs. Day is also a former Tennessean—they make their home now at 106 Providence Road. Mr. Day is a Mason, a Shriner, and a member of the

American Legion. He served in the Medical Department in World War I.

Mr. Smith, a native of Arkansas, has represented Drug Package, Inc., for the past nine years in this territory. Prior to that time he was with Pictorial Paper and Package Corporation in Arkansas, Louisiana, and Oklahoma. He served as President of the N. C. TMA for the 1941 term. He and his wife and daughter, Martha Anne, reside at 2106 Greenway.

Mr. J. W. Bennick, better known to his many friends as Johnny, is probably the best known of the newly elected officers. He has for many years been with Scott Drug Company, and was President of the N. C. TMA in 1940 when the convention was held in Charlotte. Mr. and Mrs. Bennick are both natives of Charlotte. They have one son, Jimmie, who at present is attending Oak Ridge Military Institute. They live at 521 Grandin Road.

Mr. N. H. Harris will serve the club as Assistant-Secretary. He is better known as Newt. Mr. Harris attended Duke University and has been connected with Owens-Illinois Glass Company for the past nine years, having lived in Charlotte and traveled this territory for the past six years. He came to Charlotte from Alton, Illinois, his former home. Mrs. Harris is from Toledo, Ohio. They have a son, Jack, who is 2½ years old. They reside at 200 Wales Avenue in Charlotte.

All of these men are charter members of the Charlotte Drug Travelers and under their leadership the club is looking forward to another progressive year.

Unfortunately the club members will be deprived of the pleasure which has been so much enjoyed in the past of the social gatherings at the club house on the river. The curtailment of automobile use has made it necessary to eliminate the monthly dances for the duration. At this meeting it was voted to retain the caretaker who will see that the club house will be properly cared for until it can again be enjoyed by the members.

The record for the past year speaks for itself. The club now has enrolled 60 active members. A year ago there were 96. However, several have changed jobs, moved away, and eight of them are serving in the

armed forces of the country. We were indeed fortunate in having one of these members present at this meeting. He is in the Navy, stationed at Charleston, S. C. It was none other than Leslie E. Barnhardt, outgoing Assistant-Secretary. Mrs. Barnhardt is retaining their apartment at 1517 Waverly Avenue, and we are looking forward to having Leslie back before so long.

W. R. Dixon, outgoing president, presided over the meeting in his usual calm and pleasant manner. Mr. Dixon has served the club well as leader and the club expressed their appreciation of his efforts by a vote of thanks. He has been untiring in his devotion to the club and the fact that a great deal of progress was made in spite of adverse circumstances indicates that he was a most popular and efficient President. He was, of course, aided in his many unofficial services to the club by his wife, who is quite active in the Charlotte Women's Druggist Auxiliary. Mr. Dixon represents Bauer and Black in this territory with headquarters in Charlotte, where they have lived for many years. They have two

sons, one of whom is in the army, and the other resides in Charlotte.

A famous alienist was visiting Bermuda and a certain prominent official happened to meet him. The official, after discovering that the alienist was an authority not on immigration but on the mentally unsound, asked:

"Doctor, how do you really tell if a person is insane?"

"Oh, we merely ask him a few ordinary questions which ordinary people can answer correctly."

"What type of question?"

"Well," replied the alienist, "this is the sort of thing. Captain Cook made three voyages round the world and died on one of them. Which was it?"

"Oh, I say," objected the official, "I think that's a bit steep. I'm not very good at history."

A woman purchasing war bonds told the clerk: "I've been saving that money to divorce my husband, but I can stand him better than I can stand Hitler."

Timely Tips

**PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
BOXES
& LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL
C. H. SMITH
Representative

Phone 3-5208 Charlotte, N. C.

Box 1001

VALENTINE'S HIGH PROTEIN MIXTURE

(with or without added salt)

Dispensed in 16 ounce cans @ 60c each
through wholesalers

VALENTINE'S HIGH PROTEIN MIXTURE is in a powdered form so it may be easily administered, either along with the regular foods of the diet, or by suspending in a liquid for tube feeding. It is 74% Protein containing 116 calories per ounce.

Literature on request.

**VALENTINE
COMPANY, INC.**
RICHMOND, VIRGINIA

Candies Comparable to Diamonds on British Isles

"If you bring some friend a gift from this country, say a box of hard candy or of chocolates, they thank you as they might have thanked you in the past for a diamond bracelet," stated Mrs. Franklin D. Roosevelt reporting on her recent trip to the British Isles in a coast-to-coast broadcast to the mothers of the nation over the Blue network Wednesday, December 9, from 10:15 to 10:45 p.m., EWT. Also heard on the program was Major General Edmund B. Gregory, Quartermaster General of the U. S. Army.

The excerpt from Mrs. Roosevelt's talk follows:

"You will be telling me soon that none of this seems to have much relation to anything happening over here, and that you do not quite understand why it is of interest to you. My answer is that I think we have something to learn from the fact that people have lived on this Island and developed protective devices which make life possible and can still smile and look hopefully toward the future. They do discuss food. It does make a tremendous difference. For instance, if you bring some friend a gift from this country, say a box of hard candy or of chocolates, they thank you as they might have thanked you in the past for a diamond bracelet."

Continuing, Mrs. Roosevelt also remarked with reference to American boys in the British Isles that "they have their own can-tees and it is lucky that they have, for the young American has a sweet tooth and can consume more candy and more sugar than one would think possible if one had not observed it. Even the Paratroops have as part of their rations a cake of chocolate and some of the boys tell me that on long marches hard candy is a tremendous help."

Supplementing Mrs. Roosevelt's remarks Major General Gregory said "Army nutrition experts find that the American soldier is a better fighting man when candy is a part of his diet."

The program was presented by the Council on Candy as Food in the War Effort.

Asheboro Druggists Adopt New Schedule

Hal Reaves, Asheboro pharmacist, drops us a note concerning the new opening-closing schedule adopted by the five Asheboro drug stores.

Monday through Friday the stores open at 8:30 A.M. and close at 8 P.M.; on Saturday the schedule runs from 8:30 A.M. to 9 P.M.

Under the new arrangement Hal and his fellow druggists will be able to get acquainted with their families once again.

The druggist danced and chortled till the bottles danced on the shelves.

"What's up?" asked the soda clerk. "Have you been taking something?"

"No. But do you remember when our water pipes were frozen last winter?"

"Yes, but what—"

"Well, the plumber who fixed them has just come in to have a prescription filled."



"IT'S FAMOUS

because

IT'S GOOD"

*A Palatable Tonic for Erythrogeic Stimulation***LIVITAMIN**

Each fluidounce represents:

Fresh Liver (as liver concentrate).....	3 oza.
Thiamine hydrochloride (B ₁).....	300 U.S.P. Units
Riboflavin (B ₂ , G).....	1000 gamma
Nicotinic acid (PP Factor).....	25 mg.
Pyridoxine hydrochloride (B ₆).....	187 gamma
Pantothenic acid.....	2315 gamma
Filtrate factor.....	20 J. L. Units
Iron and Manganese peptonized.....	30 grs.

Livitamin enables the physician to prescribe adequate doses of iron in a readily assimilated and well tolerated form, supplemented with all the recognized factors of the vitamin B complex and the antianemia liver principles. The iron and manganese peptonized in Livitamin cause no gastric disturbance. It is a palatable tonic that children will take readily.

Supplied in

8-OZ. BOTTLES**THE S. E. MASSENGILL COMPANY**

Manufacturing Pharmacists
Bristol, Tenn.-Va.

Distributors
San Francisco

New York

Kansas City

It Pays You in Dollars

MR. DRUGGIST, it will pay you in dollars to keep adequate stock of Capudine. Our intensive newspaper advertising in North Carolina, with regular insertions every week, reaches over one million people. **THAT'S BOUND TO BRING CUSTOMERS TO YOUR STORE.**

So stock up now . . . buy the \$8.00 deal and get the extra 5% bonus. With this **DEAL** every sale means **EXTRA PROFIT**, both by the package and at the fountain.

Give Capudine a prominent display on your counter. It's a sure repeater and a generous profit maker.

Write for dose measure glass, counter cards and dummy cartons.

CAPUDINE CHEMICAL COMPANY
RALEIGH, N. C.

Informative Ads for Norwich Products Are Designed to Serve Public

In presenting its advertising plans for 1943, The Norwich Pharmacal Company announces that hundreds of thousands of dollars are spent every year to inform the public about its products. "This information is usually called 'Advertising,' but Norwich advertisements are something more. They perform a valuable service—they are educational, medically correct, and offer practical help to people in matters of health, comfort and the amenities of living."

Extensive plans cover specialized campaigns in magazines, newspapers and radio—for the following Norwich products:

Unguentine

"America's largest selling burn remedy. 88 Million Packages sold since World War I."

Pepto-Bismol

"Not an antacid—not a laxative—doesn't upset an upset stomach, but soothes and calms it."

Amolin Deodorants—(Powder and Cream)

"For utmost personal daintiness and comfort."

Unguentine Rectal Cones

"To relieve the distress of simple piles."

Respamol

"When a cold makes you cough, cough, cough!"

Zemacol

"Greaseless, invisible, soothing lotion for skin sufferers."

During 1943 a list of 194 separate magazines and newspapers will carry the advertisements of Norwich products.

A study of the advertising reveals the informative, educational value of the campaign. People are given facts, told what to do and what not to do, in a great variety of first aid, health and household emergencies. It is more than salesmanship-in-print; it is education-in-print, popularly presented for the greatest appeal to the greatest number of people. The campaign for 1943 is stated to be the largest in Norwich advertising history.



Look 'em over, folks!

AN AD EVERY WEEK IN ONE OF
THESE SIX GREATEST MAGAZINES:

SATURDAY EVENING POST • ESQUIRE
LIFE • COLLIER'S • LIBERTY • TIME

That's the "big push" we promised you for 1943 on

PAL HOLLOW GROUND **RAZOR BLADES**



And that's in addition to ads once and twice a week in 426 newspapers—dozens right in North Carolina.

Pal's the blade for '43—heavily advertised,
fair traded, 40% profit on every sale.

Order through your wholesaler

PAL Blade Company

595 Madison Ave.

New York, N. Y.

Wright and Wrong

The West End Pharmacy, West End, N. C., was the scene of a robbery on the night of November 6th, 1942. Cigarettes, watches, jewelry and cash amounting to approximately \$50 were stolen.

The intruder—a negro by the name of Wright—was later caught by the police at Aberdeen while awaiting a train for Columbia, S. C., and all but a trifle of the loot recovered.

During the first term of Superior Court for 1943, meeting at Carthage, the negro was convicted for the robbery and received a stiff sentence.

According to J. F. Smith, pharmacist-owner of The West End Pharmacy, "Wright was Wrong" and thus pays for his misdeeds.

Auxiliary Fund

The Women's Auxiliary of the North Carolina Pharmaceutical Association recently added \$289.00 cash plus War Savings Stamps amounting to \$18.75 to their Loan Fund for pharmacy students at the University of North Carolina.

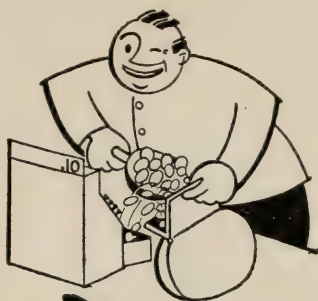
The Auxiliary now has a membership of 123—one of the largest in the South—and is to be commended upon the excellent progress made in connection with the Loan Fund, established at the suggestion of Mrs. F. W. Hancock of Oxford, first president of the Auxiliary.

Queer Order

Miss Carolyn Cox of the McDuffie-Eubanks Drug Company, Greensboro, received an order for "Twelve white tablets to make you honk and spit out coal" which she is still trying to figure out.

With the current strike in the coal fields, it appears to the writer that such tablets should be turned over to our Government for use in the defense industries . . . it might be a solution to the heating problem.

Two psycho-analysts met. As psycho-analysts recognize that no person can diagnose his own case, one said to the other: "You feel fine. How am I?"



*It pays
you 4 to 1!*



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

Groome's Greensboro Gossip

MRS. DEWEY E. GROOME, Reporter

We sometimes wonder how these Greensboro druggists get "What it takes" to so gracefully meet all emergencies these days—but, in talking with some of them, they tell me that with all the rush and training new employees "Life's a Lotta Fun." However, with the heavy loss of experienced workers, we are having a time—as the saying goes. Yes, it is a most popular indoor pasttime these day to blame everything on the war.

Margaret Sellars (Greene Street Drug), although quite a busy little lady from early morn until late afternoon, tells us that she always remembers that our Auxiliary needs just one more new member . . . whom she is bringing with her to our January meeting—Mrs. C. G. Hicks—and I am sure we will be delighted to welcome Mrs. Hicks. Mrs. Sellars was in Washington, N. C., January 5th, to attend the wedding of her niece Miss Dorris Shaffer, daughter of Mr. and Mrs. Wm. M. Shaffer, former Greensboro residents.

Margaret (Mrs. I. O.) Wilkerson had a most pleasant visit with her son "Jimmy" during the Christmas holidays. Jimmy is stationed in Macon, Ga., at Cochran Field—in the Administration Department of the Air Corps.

Sam McFalls, formerly with Wilkerson-McFalls, is now a Second Lieutenant and is stationed at Edgewood Arsenal, Md. Sam has recently been in Greensboro visiting relatives and friends.

Dan Compton, son of Mr. and Mrs. D. E. Compton, entered the services in December. He is now stationed at Camp Croft, Spartanburg, S. C.

Mrs. G. W. (Minnie) Neister just picks up her hat and walks out when she pleases . . . Only recently she got homesick to see some of her Virginia relatives, took the train for Lynchburg and stayed one solid week. Of course she had a good time . . . she always does.

We have among our members another

little "free to travel" lady, Mrs. C. C. Fordham, Jr. Frances and her two sons spent Christmas week with C. C. in Providence, R. I. On their return home they spent two or three days in New York, and a week with a sister, Mrs. R. R. Blackwell, in Washington. Frances went back to see C. C. during the week-end of January 9th—she tells us that C. C. is as happy as can be and looks wonderful!

The story goes . . . it was the night before Christmas . . . ice on the ground of course. Our friend W. L. Moose (Vick Chemical Company) slipped and fell, dislocating his shoulder. . . . Glad to say he is quite alright now.

Last, but certainly by no means least . . . we are looking forward to Wednesday, January 20th—our regular luncheon meeting. Mrs. P. A. Hayes, Chairman, Mrs. C. J. Kee, and Mrs. S. L. Jones in charge of entertainment. Want to know a nice secret? We think this is about the nicest thing we know . . . we will be the luncheon guests of the Justice Drug Company. Yes, we do sincerely appreciate this generosity and consider them a Real friend.

It was one of my New Year's Resolutions to create some "plan," "scheme," or "ism" to write more interesting articles for the JOURNAL during 1943—but, like most New Year's Resolutions—kinda hard to live up to.

Roger McDuffie (McDuffie-Eubanks) tells me that he is sending three more men to Uncle Sam—two of his clerks, John Caudle, George Forsythe and his porter, Kissel Martin. Roger says he expects to replace these men with "skirts". . . . Another evidence if you please that women are really doing their part—yes, "porters" as well as clerks. This is evidence that the Druggists are a small army of themselves—engaged in a most vital work and justly proud of opportunities for service, and that no member, even one working at the most humble task, is unimportant. Each has a part to play to meet successfully the responsibilities for the year ahead.

Steve Frontis, another of our "family," now in the Navy in Charleston, has been quite ill with Flu. . . . Glad you are well again, Steve.

Mrs. C. Manley Loomis, daughter of Mr. and Mrs. D. Frank Hayes, has been quite ill at the home of her mother for several days—another case of Flu and a bad throat. Estelle (Mrs. D. Frank) Hayes has also been confined to her bed with Flu—we are glad you are better, Estelle.

Mr. and Mrs. W. D. Tennant and little five-year-old daughter Linda (Walgreen Drug) were returning from a visit with Mrs. Tennant's mother in Marion, N. C. Along came a big truck passing on their side of the road—Mr. Tennant in an attempt to miss the truck—hit ice and snow and turned his car over two or three times—not a single piece of glass left in the car except one head light. Mrs. Tennant suffered a severe gash over the left eye—little Linda a broken collar bone. They say how lucky they are to be alive. Of course we are glad they are now all okay.

Mr. D. E. (Dan) Compton (Justice Drug)

has been quite ill with Flu and a very bad throat—and for a while threatened with pneumonia. Mrs. Compton turned out to be quite a splendid nurse—they were unable to get him in a hospital since all hospitals were full—so, Mrs. Compton nursed him back to good health and he is now able to be back to work. We are glad of this good news.

Mrs. L. C. Derrick, Mrs. A. G. McCartney and Mrs. H. W. VanHorn are planning a bridge party for the auxiliary for some time in February—this we think will about tide the auxiliary over financially.

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Accurately
Speedily Economically
Our convenient Southern location
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ASCORBIC ACID

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TABLETS

VITAMIN B COMPLEX

Direct or through your wholesaler
Inquiries invited on other pharmaceutical products

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Manufacturing Chemist
GREENSBORO, N. C.

DRUG TRAVELERS DIRECTORY

Tire and gasoline rationing have curtailed, in general, the traveling schedules of many salesmen, some to such an extent that it will be impossible for them to call on you as frequently as in the past. As a patriotic gesture and one that will be appreciated not only by the salesmen whose ads appear below but by the Editors of The Journal as well, we ask that you prepare a list of "shorts" and mail directly to the salesmen whenever possible. By so doing you will be helping to save strategic materials and at the same time will be assisting salesmen, whose very existence depends upon the business which you give them from week to week, to continue to serve you.



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Telephone 2385 W
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E. B. Read & Son Company

Expenditures for war purposes rose sharply in November to a record high of \$6.3 billion. In our first year of war we have spent about \$47 billion on armaments alone. During the next year it is anticipated that our spending solely for armament production will total about \$78 billion.

The Seeman Printery, Inc.



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WE SPECIALIZE IN SATISFACTION
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Printers in Durham, N. C., Since 1885

Survey by American Social Hygiene Association

Pharmacists are joining wholeheartedly in the fight against the venereal diseases and are taking an important part in venereal disease control in wartime, the American Social Hygiene Association announced recently in making known to the pharmaceutical profession results of a survey just completed.

A complete change was noted over conditions reported in earlier studies. In the present survey, forty-six cities in fifteen states were visited, and 716 drugstores studied. Only 11 per cent of the drugstores studied offered diagnosis and treatment of conditions which might be venereal diseases. Thirty-two per cent sold remedies but did not diagnose, and 57 per cent urged immediate and well-qualified medical care, and in a large proportion of the drugstores where remedies are stocked and sold, the druggist advised that "self medication is bad and dangerous business."

The Joint Committee of the American Pharmaceutical Association and the American Social Hygiene Association, formed in 1940 to bring about closer cooperation between physicians and pharmacists in eradicating the venereal diseases, has constantly urged druggists to accept the following principles of practice in regard to venereal diseases:

1. The pharmacist should make no diagnosis.
2. The pharmacist should not prescribe for patients.
3. The pharmacist should refer patients to physicians.
4. The pharmacist should not sell "patent medicines" and thus encourage self-medication.
5. The pharmacist should distribute literature of an informational nature regarding syphilis and gonorrhea. Such material may be obtained from health departments and from the American Social Hygiene Association. A special leaflet called A TIP FROM YOUR PHARMACIST, produced by the Joint Committee of the American Pharmaceutical Association and the American Social Hygiene Association, is available for

free distribution, and the Committee urges pharmacists to keep a supply of this leaflet on hand.

6. The pharmacist should cooperate with the pharmaceutical society and official and voluntary health agencies in promoting high professional standards.

7. The pharmacists should stock and sell only reliable products for chemical and mechanical prophylaxis of venereal diseases, and provide reliable information regarding the value and limitation of accepted prophylactics used under improved conditions.

The general acceptance of these principles by pharmacists has greatly aided in the fight against the venereal diseases, and is helping to protect soldiers, sailors, industrial workers and civilians alike in wartime America.

**For Government Regulations
of interest to retail
druggists read**

THE TAR HEEL DIGEST

**Look into this LIQUID vitamin
and mineral food supplement—**

ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

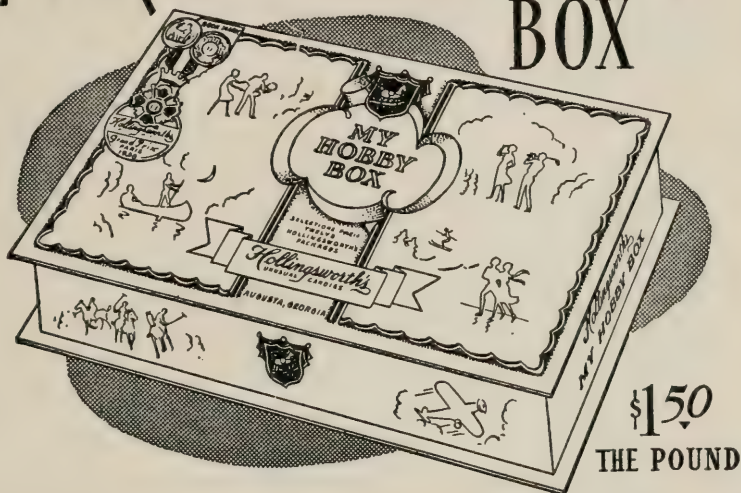
Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

THE CHATTANOOGA MEDICINE CO.

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We Recommend.. MY HOBBY BOX



For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Mothers Who Write Letters

Those who accuse the English of not having a sense of humor don't know what they are talking about. Even now when they are threatened with great disaster, and when they might be excused for not seeing humor in anything, they have lots of fun.

Harold Whitehead, a friendly correspondent who is a business consultant in London, tells us that upon the introduction of the Government Free Milk Scheme, local food offices were inundated with letters asking for details. Here are some extracts from those letters:

1. Please supply me with a form for supply of milk for having children at reduced prices.

2. I have a baby 18 months old, thanking you for same.

3. Please send me a form for cheap milk, as I have a baby two months old and didn't

know anything about it until a friend told me.

4. I posted a form by mistake before the child was properly filled in.

5. I had intended coming to the Milk Office today, but I had fifteen children this morning.

6. I have a child nearly 2 months old and looking forward to an increase in November, hoping this will suit your kind approval.

7. I have a baby 2 years old fed entirely on cows and another 4 months old. Will I be able to have milk for baby as my husband finished his night watchman's job on Thursday.—The Curtis Courier.

Then there is the one about the Englishman who was in a church which was being bombed by German bombers. He was blown through the window and landed about seventy-five feet away. He got up, brushed himself off, and said, "Golly, I just got out of there in time."

CHECK UP!

Check over your fire insurance as compared to the values in your store.

It's very important not to be caught short if a fire should occur.

When you need additional insurance merely drop a card to the Druggists' own Company.

We are here to serve you.

The American Druggists' Fire Insurance Co.
Cincinnati, Ohio

Some of Our State Agents

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Box 377
Sanford, North Carolina

Mr. A. A. Coleman
Greenwood,
South Carolina

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers



WHAT IS REQUIRED OF AN ANTISEPTIC?

● The two cardinal virtues of a good antiseptic, bactericidal potency and lack of toxicity, are exhibited by 'S.T. 37' Antiseptic Solution to a marked degree.

This outstanding preparation, used clinically for more than twelve years, is not only highly bactericidal and clinically non-toxic, but exerts a soothing local analgesic effect as well.

The low surface tension of 'S.T. 37' Antiseptic Solution increases its effectiveness by making possible the penetration of minute tissue spaces, and, since the preparation evaporates rather slowly, its action is prolonged for destruction of

resistant organisms.

'S.T. 37' Antiseptic Solution (1:1000 solution of 'Caprokol' hexylresorcinol) is not only an efficient surgical antiseptic but has proved particularly useful in the prevention or treatment of infection and relief of pain associated with minor cuts, burns and abrasions.

Moreover, it is oil-free, and may therefore be applied to the respiratory epithelium without danger of producing lipid pneumonia.

Finally, 'S.T. 37' Antiseptic Solution is odorless and colorless, and can be safely swallowed in full strength. Supplied in bottles of 5 and 12 fluidounces.



'S.T. 37' ANTISEPTIC SOLUTION

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PHILADELPHIA

Advertised!
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Big Unit
Profit!
Volume!

Breaking Records! Piling Up Profits!

For **COUGH**
DUE TO A COLD

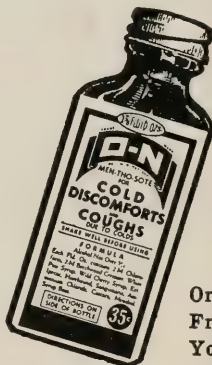


35¢

PER BOTTLE

MOVES FAST!

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



Order
From
Your
Jobber



ONLY 35¢

PER BOTTLE

LIQUID! CLEAN! FAST!

YEAR 'ROUNDER!

A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



Stock
Up
NOW!

ADVERTISING

Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company

Salisbury, North Carolina

News Notes from the Home Front

G. Ray Armstrong is the new owner of Addison Pharmacy, Charlotte. . . . **Harry R. Stowe** remains as manager of the prescription department.

Jesse P. Bradley, for the past several years with Elm Street Pharmacy, Greensboro, is now with Mann's Drug Store in Burlington . . . his new address is 305 N. Park Drive.

H. O. Holland, Apex pharmacist, remains in Rex Hospital, Raleigh, with an infected leg . . . the attending physician says improvement being made but slowly. While Mr. Holland is away from his business, **T. O. Leavister** of Raleigh is pinchhitting in the prescription department.

J. D. Smith, Lilly Medical Service Representative in the Durham-Greensboro area, received a visit from his father while the latter was on his way to Florida for a vacation. Mr. Smith's father has operated a drug store in New York State for many years and it was only at the insistence of the family physician that Mr. Smith agreed to the vacation . . . his first in 35 years.

John E. Tilley of Winston-Salem, now Pharmacist Mate, 2/c., is stationed at the U. S. Naval Hospital, Navy Yard, S. C.

Joe Neil of Shelby is serving with the Evacuation Hospital "somewhere in Africa." If you would like to drop Joe a line, write to him at the following address: Sgt. Joseph W. Neil, 38th Evac. Hospital, A.S.N. 14068511, A.P.O. 302, U. S. Army, New York, N. Y.

Recent address changes: **E. C. Worthington** to Temple Drug, Kinston; **H. C. Greene** and **Melrose Harrison** to Smith Drugs, Charlotte; **J. N. Porter** to Park Place Pharmacy, Charlotte; **B. M. Stone** of Lisk Pharmacy No. 1, Charlotte, to the U. S. Navy.

L. L. Holland, formerly with the Birmingham Drug Company, Hamlet, is now prescriptionist at the A. V. Baucom Pharmacy, Apex. . . . **J. A. Suttle, Jr.**, of Shelby, went into service on January 16th.

Ralph P. Rogers, Jr., son of the Durham pharmacist, successfully passed the examinations given recently by State school authori-

ties as a basis for advanced admission to recognized colleges and universities.

They "grow 'em tough" up in the mountains. Several weeks ago **Rowe Campbell** of Taylorsville received a letter from a customer headed: Dear Mr. Raw Campbell.

Phil Link of Reidsville has received another promotion . . . now it's Sergeant F. P. Link. His address: Station Dispensary, Fort Mason, San Francisco, California. By the way, Phil is now married.

F. N. Warrick of Goldsboro and **J. L. Baker** of Nashville are now stationed in the Medical Dispensary, Pre-Flight School, Chapel Hill . . . both are pharmacists mates, second-class.

John Causey, manager of Patterson Drug Company, Winston-Salem, spent the holiday period with his brother in Greencastle, Indiana.

A number of drug stores closed for the holiday period—December 26-27—to give their employees a well-earned rest. Most of the Eckerd stores closed for the two day period.

New members of the N. C. P. A.: **J. G. Greene**, High Point; **A. L. Purcell**, Spring Hope; **Mrs. Earl G. Barefoot**, Canton; **W. L. Sloan**, Graham and **Sam P. Brison**, Belmont.


Pharmacist **Hal Cornwell** of Lincolnton has been elected president of the Lincolnton Club for the coming year.

George W. Waters, Jr., Goldsboro pharmacist, was elected chief rabban at the winter session of the Mystic Shrine held recently in New Bern . . . a year from now he is scheduled to advance to the post of potentate.

J. F. Sherard is now managing Chandler Drug Store No. 2 in Spray. . . . **R. S. Mills, Jr.**, Draper pharmacist, is seriously ill in Duke Hospital.

The Arcadia Drug Store, Winston-Salem, was recently closed by its owner, **Fitz L. Smith**, who has gone to Charlotte to live. . . . **Lexie Barefoot** and **S. B. Burrus** of Canton recently opened a drug store at

(Continued on Page 69)



88 million
packages sold
since WORLD WAR I

The Largest Selling Burn Remedy

Current increased sales of UNGUENTINE reflect medical and public opinion. *IT DOES THE JOB!*

- IT RELIEVES PAIN
- FIGHTS INFECTION
- PROMOTES HEALING
—usually without a scar

UNGUENTINE*

Norwich

*Reg. U. S. Pat. Off.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Fontana Dam, near Robbinsville. Mr. Barefoot will manage the new business; Mr. Burrus will remain in Canton as manager of the Champion Drug Store.

A man claiming to have a toothache walked into Mitchener's Pharmacy, Edenton; purchased some medicine and boldly walked behind the prescription case. Later the lock on the narcotics case was discovered broken and around 400 morphine tablets stolen. . . . The same trick was tried on Leggett and Davis without success. . . . Mr. Leggett refused to allow the man to go into his prescription department.

Deaths

Ralph S. Morgan, age 55, of Franklin, died at Watts Hospital, Durham, on January 4th where he had gone for an operation on his throat. He was owner and operator of the Penland Pewter Company and had lived in Franklin for the past six months where he was associated with Perry's Drug Store. Prior to that—for a number of years—he was connected with the Spruce Pine Pharmacy, Spruce Pine, N. C.

Funeral services for Edward Warren Vick, age 60, who died at his home in Goldsboro on January 10th, were held at the Goldsboro First Presbyterian Church on Tuesday, January 12th.

His profession as a pharmacist led him into active service in Roanoke, Virginia and Goldsboro. For many years he was a traveler for the Bodeker Drug Company, Richmond.

Clarence P. Harper, age 66, a former president of the N. C. Pharmaceutical Association and well-known druggist in Eastern North Carolina, died in Wendell on Saturday, January 16th.

Mr. Harper suffered injuries two years ago when he was struck by an automobile while crossing the street in front of his drug store in Selma. He was taken to a hospital in Wilson where he remained more than a year, later being removed to the home of his sister in Wendell where he died.

He was manager of the Selma Drug Company for 37 years but sold his interest in the business to William H. Creech and Dr. E. N. Booker about a year ago.

Births

Mr. and Mrs. Phil D. Gattis of Raleigh announce the birth of a daughter, Phyllis Ann, weight 7 pounds, at the Rex Hospital in Raleigh on January 17th.

The young lady is greeted by a pharmaceutical family: the mother is president of the Women's Auxiliary of the N. C. P. A. and the father, a former president of the N. C. P. A. and currently a member of the N. C. P. A. Executive Committee and chairman of the N. C. P. A. Legislative Committee.

Mr. and Mrs. W. C. Lewis of Charlotte (Sterling Drugs) announce the birth of a son, Cline Lewis, Jr., weight 8 and a half pounds, at the Charlotte Memorial Hospital on November 1, 1942.

The above news reached us a little late for inclusion in the January issue of the JOURNAL, so we are glad to pass it along at this time to the many friends of the Lewises.

Customer: "I want some powder to kill cockroaches."

Clerk (late of dry goods store): "Will you take it with you?"

Customer: "No, I'll have the cockroaches call and you can rub it on their little tummies."

John White took out some insurance on his life. For a few years the premiums were paid regularly, but suddenly the payments stopped. After sending out its second notice of delinquency the insurance company received this explanation from Mrs. White: "I can't see no use in paying any more premiums on John. He died last summer."

Have you mailed your \$5 contribution to the Fair Trade Bureau?

Its Cure is Sure

The following news item taken from The Bertie Ledger-Advance is an apt illustration of the slogan "Advertising Pays":

Proof that Ledger-Advance ads are really read and get results was shown by an incident which happened in Windsor Pharmacy on Saturday, December 12, 1942, when a woman brought an ad clipped from a paper to W. B. Gurley, proprietor of the store. The ad read as follows:

"Distressing Stomach Disease Permanently cured by the masterly power of South American Nervine Tonic. Invalids need suffer no longer because this great remedy can cure them all. It is a cure for the whole world of stomach weakness and indigestion. The cure begins with the first dose. The relief it brings is marvellous and surprising. It makes no failure; never disappoints. No matter how long you have suffered, your cure is sure under this great health-giving force. Pleasant and always safe. Sold by W. S. Gurley, druggist, Windsor, N. C."

The woman called for the medicine de-

scribed in the ad and Mr. Gurley looked at the ad and read it over again. Then he asked the lady if she knew where the ad came from. She replied, "The Windsor Ledger."

Still not understanding the situation he asked her if she remembered the date of the paper. Strangely enough she did, and answered, "1887."

Thus it seems that ads in the Windsor paper still have pulling power after 55 years.

The incident amused Mr. Gurley to the extent that he kept the clipping and he considered it very odd that such an ad should be brought in after so many years. The clipped ad may be seen by asking at Windsor Pharmacy. It had been run by W. S. Gurley, the father of the local druggist in the old Windsor Ledger.

The Editor of the Ledger-Advance reprinted the ad as a news item . . . two people cut the ad out and attempted to purchase a supply of the "South American Nervine Tonic." Unfortunately, however, they were 55 years too late.

PROTECTED PROFITS • • •



For The DRUGGIST

Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

ORDER EVERFRESH FROM YOUR JOBBER

EVERFRESH

CITRATE OF MAGNESIA

The McCAMBRIDGE & McCAMBRIDGE CO.
12 L STREET, S. E. -:- WASHINGTON, D. C.

How the Ass Got His Reputation

At the beginning of things, when the world was young, the donkey was esteemed by all tribes of men as the wisest of animals. The good Sheik El-Far-Ma-Sist owned a great herd of these sagacious beasts, which was the pride and joy of his life.

Other Sheiks came from all around to listen and marvel at the wisdom of the herd. At such a time came even the prophet himself—most learned and wise of all the sons of the East. With much glowing pride, El-Far-Ma-Sist led him out to the herd and said:

"Behold, O Prophet, the wise and talented asses. Converse with them, test them and see if they are not verily wiser than 40 trees full of owls."

Then the Prophet addressed the asses. "Let us test your wisdom. Answer me this question: What would an ass require for three day's journey?"

And they counselled among themselves and then made reply: "For a three days' journey, O Prophet, any ass should require six bundles of hay and three bags of dates."

"Very good," quote the Prophet. "That soundeth like a fair and proper price." Whereupon El-Far-Ma-Sist broke into loud chuckles and said: "Did I not tell you they are passing wise?"

The Prophet answered, "Wait," and he again addressed the asses. "I have to make three days' journey, but I will not give you six bundles of hay and three bags of dates for making it. Let him who will go for less stand forth."

And behold, they all stood forth and began to talk at once. One would go for six bundles of hay and one bag of dates, until finally one especially long-eared ass agreed to go for one bundle of hay.

Then spoke the Prophet: "Fool," quoth he, "you cannot even live for three days on one bundle of hay, much less profit from the journey."

"True," replied the long-eared one, "but I wanted the order."

And from that far-off day to this, asses have been known as fools, and price-cutters have been known as asses.—The Dental Craftsman.

National Quinine Pool

Excellent progress has already been made in this State in the campaign sponsored by the American Pharmaceutical Association for the collection of quinine and cinchona alkaloids.

One shipment of the much needed drug has already left the offices of the N. C. P. A. for the National Quinine Pool and another will soon be on the way.

To date the equivalent of approximately eight thousand five-grain doses of quinine sulfate have been shipped by the N. C. P. A. and thousands of additional doses have been sent direct by the pharmacists of this State. The N. C. P. A. contribution was gathered by H. C. McAllister during his inspection trips over the State and it is to him credit for the meritorious work should be given.

One of the largest contributions of quinine (see cover page photo) was made by pharmacist A. V. Baucom of Apex. His entire stock of quinine salts and cinchona alkaloids, amounting to approximately 3,500 five-grain doses of quinine sulfate (equivalent) was turned over to Mr. McAllister for shipment to the Pool.

Dean Grover Beard of Chapel Hill informs the writer that the U. N. C. School of Pharmacy is preparing to ship all existing supplies of quinine, now in possession of the School, to the A. Ph. A. The U. N. C. Medical School has also been asked to cooperate in this program.

If you have not already shipped your unneeded quinine and cinchona alkaloids, you are urged to do so at once. The address is: National Quinine Pool, c/o American Pharmaceutical Association, 2215 Constitution Avenue, Washington, D. C.

Dear Smith:

G. H. Jennings formerly with Wrigley Chewing Gum, is now with the Fountain Division of the Coca-Cola Co. News is rather scarce these days, but know you are getting lots at Raleigh.

Hope to be seeing you sometime soon.

Yours very truly,

Norman B. Moury.

YOUR PHYSICIAN SAYS . . .

THE U. S. GOVERNMENT SAYS . . .

BE PREPARED

WHEN ACCIDENT OR SUDDEN ILLNESS STRIKES!

What Your Medicine Chest Should Contain

- | | |
|---------------------------------|-----------------------------------|
| 1. Two Clinical Thermometers | 25. Bottle of Tooth-Ache Drops |
| 2. Absorbent Cotton | 26. Bottle of Corn & Bunion Paint |
| 3. Adhesive Tape | 27. Box of Corn Pads |
| 4. Applicator Sticks | 28. Box of Bunion Pads |
| 5. Two small glasses | 29. Bottle of Eye Bath |
| 6. Ear Syringe | 30. Bottle of Smelling Salts |
| 7. Enema Outfit | 31. Menthol Inhaler |
| 8. Silver Teaspoon | 32. Bottle of Indigestion Tablets |
| 9. Wooden Blades | 33. Bottle of Skin Lotion |
| 10. Sterile Gauze | 34. Bottle of Aromatic Cascara |
| 11. Gauze Bandages | 35. Carton of Bicarbonate of Soda |
| 12. Hot Water Bottle | 36. Box of Cold Tablets |
| 13. Bottle of Peroxide | 37. Aromatic Spirit of Ammonia |
| 14. Bottle of Dobell's Solution | 38. Sweet Spirit of Nitre |
| 15. Mild Tincture of Iodine | 39. Essence of Peppermint |
| 16. Tannic Acid Jelly | 40. Heavy Mineral Oil |
| 17. Tube of Zinc Oxide Ointment | 41. Syrup of Ipecac |
| 18. Styptic Pencil | 42. Can of Borated Talcum |
| 19. Milk of Magnesia | 43. Glycerine & Rose Water |
| 20. Tube of Catarrh Jelly | 44. Flexible Collodion |
| 21. Tube of Camphor Ice | 45. Powdered Mustard |
| 22. Bottle of Aspirin Tablets | 46. Petroleum Jelly |
| 23. Box of Epsom Salts | |
| 24. Tube of Analgesic Balm | |

Put this card in your medicine chest. Check against this list what you now have. Then phone your neighborhood druggist and order what you need to make your protection complete. Better still, visit your neighborhood druggist . . . he will be glad to personally help you select the necessary supplies.

THOUSANDS of fatal illnesses . . . thousands of deaths from seemingly trivial accidents . . . would be prevented if every household kept necessary First Aid items in constant readiness for emergency.

The only way you can protect yourself is to be sure your medicine chest is always provided with these necessities, for use in emergency, until your physician arrives.

PUBLISHED BY THE N. C. PHARMACEUTICAL ASSOCIATION AND DISTRIBUTED BY YOUR NEIGHBORHOOD DRUGGIST. Join in the Movement to Make the Homes of America Safer . . . Be Prepared!

First Aid Envelope Stuffers

500 — \$1.50

Order from the N. C. P. A.

Chapel Hill, N. C.

Quality, *Yes* - Extra Cost, *No!*

Why are M M & R Packaged Essential Oils and Balsams the first choice of Hospital and College Pharmacists?*

... The answer is M M & R quality . . . an "extra" that costs nothing extra! That's why you'll find M M & R Essential Oils in the familiar, uniform brown bottles in more Hospital and College Pharmacies.

*Proved by actual survey.



THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler

MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

AROMATIC CHEMICALS, ETC.,...SINCE 1895

16 DEARBROSSES ST.

NEW YORK, N. Y.





Something New in the V I T A M I N F I E L D

Eli Lilly and Company medical service representatives are now introducing to the medical profession two combinations of ferrous sulfate and thiamin chloride, especially recommended for iron-deficiency anemias.

FERRO-BETALIN (Iron and Thiamin Chloride, Lilly) is supplied in tablets, packages of 100 or 1,000.

FERRI-BETALIN (Iron and Thiamin Chloride, Lilly) is supplied as an elixir, in pint and gallon bottles.

Your prescribers will be writing for these two important products. Maintain adequate stocks.

THE W. H. KING DRUG COMPANY
Wholesale and Manufacturing • RALEIGH, NORTH CAROLINA

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



Left to right, Mary Lou Cecil, High Point; Mary Marsh Ho
Kinston; Anna Frances Rimmer, Sanford

For Explanation of Photo, See Page 78

March, 1943

• Send Your Quinine Off to War • Senator R. Gr
Cherry • Vitamin B Complex • News—Photos



Whether his field of endeavor be blessed with the simple dignity of a small town or disturbed by the raucous roar of a large city, the work of the Lilly medical service representative is much the same everywhere. Day by day he calls on physicians, promoting greater interest in Lilly Products and stimulating better appreciation of the professional service which the pharmacists in his territory are in position to provide.

Your Lilly man never employs the tactics of a vocal steam roller. He never depends on high-pressure methods. Instead he strives to make intelligent application of the knowledge which is his. He, like you, is a registered pharmacist. He, like you, learned his materia medica through long and diligent study of standard texts, not off the labels of fluid extract bottles. You and your Lilly man have much in common. Remember, he works with you, never against you. That is the Lilly Policy.

ELI LILLY AND COMPANY, Indianapolis, Indiana



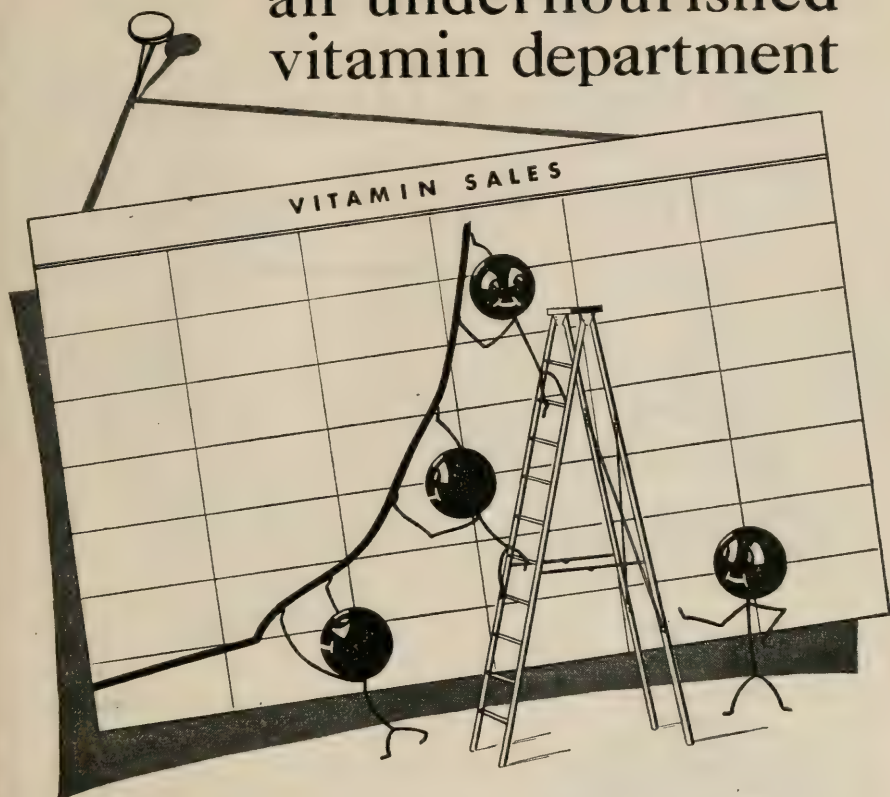
Although John L. Herchmer has moved about considerably since he accepted his first Lilly assignment in 1922, he never has left the great Northwest. Since 1935 he has been situated in Eau Claire, Wisconsin, where he now resides.

Lilly



BUY WAR BONDS AND STAMPS

How to *fatten up* an undernourished vitamin department



You can't have a strong vitamin department without a liberal dose of Parke-Davis Vitamins. Compare! Parke-Davis vitamins are easy to sell because of long established public confidence in the makers. Every time you sell P-D Vitamins you have a "repeater" for your pharmacy. And the individual sale tends to run higher with no more time spent in making it.

P-D Vitamins are virtually *your vitamin products* because they offer you a better-than-average profit which leaves you a nice net over cost-of-doing business. Parke-Davis offer three attractive price - assortments suited to individual needs. Ask the P-D man who calls on you for detailed particulars.

"P-D Points the Way to Profits in Vitamins."



PARKE, DAVIS & COMPANY

DETROIT, MICHIGAN

Advertised!
Merchandised!
Cooperation!



Big Unit
Profit!
Volume!

Breaking Records! Piling Up Profits!

For **COUGH**
DUE TO A COLD



35¢

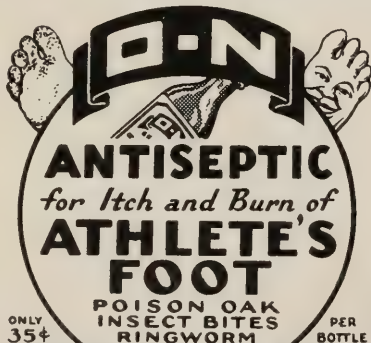
PER BOTTLE

MOVES FAST!

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



Order
From
Your
Jobber



ONLY 35¢

PER BOTTLE

LIQUID! CLEAN! FAST!

YEAR 'ROUNDER!

A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



Stock
Up
NOW!

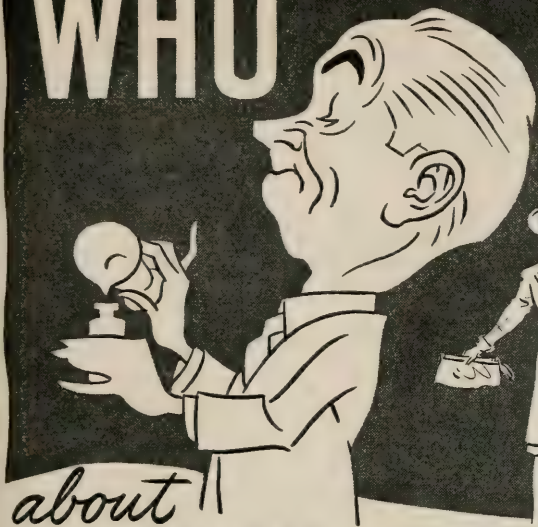
ADVERTISING

Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company

Salisbury, North Carolina

WHO CARES



about 17 Million Customers?

You do, of course—and so does every retail druggist in the United States. 17 million families (average $4\frac{1}{2}$ persons to a family) represent a lot of people—and a lot of good, profitable business! It's about one-half of all the people in this country and what's more important to you—it means approximately one-half of all the people in your community.

Can you afford to overlook one out of every two of your customers? Can you be indifferent to the wants and demands of all the families who read these 7* leading magazines and the millions who listen to ONE-A-DAY radio advertising day in and day out, all year long? **NO druggist can**, regardless of how many different kinds of Vitamin Products he carries.

Customers will get what they ask for. Every day more and more people are demanding this easier, more economical way of getting the vitamins they need.

So—why not keep your customers satisfied and keep your customers? Why not put ONE-A-DAY (brand) Vitamin Tablets right out on front of your vitamin counter? Make it easy for them to find the Vitamin Tablets they're asking for. Tell them how good ONE-A-DAY Tablets are and how much money they can save. *Will it pay you?* Well—just ask any druggist who is pushing ONE-A-DAY and listen to what he says. It's almost like having your name signed to our ads or given on the radio.



HAVE YOU GOT YOUR
\$10.00 ONE-A-DAY
Vitamin Assortment?

37.3% Profit
on every sale
Make TWO Vitamin Sales
Instead of One — TWO
Profits Instead of One!
Ask Your Wholesaler

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
if defective or
NOT AS ADVERTISED TABLETS

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
PARENTS' MAGAZINE
if NOT AS
ADVERTISED
THEREIN

*MONTHLY MAGAZINE ADVERTISING

GOOD HOUSEKEEPING	2,700,000
LADIES' HOME JOURNAL	4,100,000
PARENTS' MAGAZINE	600,000
AMERICAN MAGAZINE	2,400,000
SATURDAY EVENING POST	3,400,000
LOOK MAGAZINE	2,000,000
BETTER HOMES and GARDENS	2,500,000
	17,700,000

ILLUS THESE 4 TOP RADIO PROGRAMS

- | | |
|----------------------------|------------------|
| 1. The National Barn Dance | 3. The Quiz Kids |
| 2. The News of the World | 4. Lum 'N' Abner |

ONE A DAY

VITAMIN TABLETS

MILES LABORATORIES, INC. • ELKHART, INDIANA
Makers of Alka-Seltzer Tablets

Many HAIR TONICS You Cannot Buy

YOU CAN GET

Tono Scalpa

In both the 50c and \$1.00 bottles

•

TONO SCALPA is still the best thing we know of for dandruff and itching scalp. Dealer recommendation and one user telling another means it must be good.

The current deal is one bottle free with each 11/12 dozen, and 5% cash discount in case lots of two dozen 50c size or one dozen \$1.00 size.

We appreciate your recommendation.

From your own wholesaler
or from

Owens & Minor Drug Co.

INCORPORATED

Richmond, Virginia

"Who Have Been Good Drug Wholesalers for 60 Years"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

Entered as second-class matter July 5, 1922, at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879

Annual Subscription, \$1.00

Single Numbers, 15 Cents

Vol. XXIV

MARCH, 1943

No. 3

Send Your Quinine Off to War

Pharmacists, for the most part, are responding wholeheartedly to our Government's appeal for surplus quinine. Every ounce, every grain of this highly important drug is needed to keep our boys in fighting trim at the front, so the earlier you do your part in this program, the quicker this war will be won.

By this time every drug store in the country has received full information pertaining to the establishment of the National Quinine Pool. However, since you may have missed this particular bulletin, we'll repeat the following essential points:

(1) The Government asks every pharmacist and physician to contribute surplus unopened and opened stocks of bulk cinchona salts and alkaloids, tablets, capsules and pills.

(2) Don't contribute preparations of quinine or other cinchona derivatives in combination with other medicinal agents; ampules and parenteral medication; liquid preparations.

(3) Return unopened packages of quinine to your wholesaler for credit.

(4) Contribute opened packages to:

National Quinine Pool
c/o American Pharmaceutical Ass'n.
2215 Constitution Avenue
Washington, D. C.

(5) Be sure your name and address accompanies your contribution to the National Quinine Pool; contributors receive a "V-Certificate" acknowledging their contribution.

Through February 20th the equivalent of 15,969 five-grain doses of quinine sulfate had been collected by the N. C. P. A. and mailed to the Pool. The Association has

voluntarily set up a quota of a half million 5-grain doses of quinine sulfate as its share in this program; 100,000 doses to be collected by the Association; 400,000 to be mailed direct to Washington by N. C. pharmacists.

How well we are able to meet these figures depends on the response we receive from **YOU**. So, let's send that quinine off to war! Send it today.

Extra Charge for Containers Permitted

Food and soda fountain products sold for consumption "off the premises" are exempted from the General Maximum Price Regulation under Amendment No. 40. On the premises products have been exempt from the beginning.

As you will note from the following letter received from Rowland Jones, Jr., Washington Representative of the National Association of Retail Druggists, you are permitted to make an extra charge for paper containers without fear of violating GMPR:

"In answer to your letter regarding paper cups, under Amendment No. 40 to the General Maximum Price Regulation, retail druggists are permitted to make extra charges for paper cups, even though no such charge was made during 1942.

"The regulation means that food and drinks dispensed for consumption off the premises are completely out from under price control of any kind."

Some of our members have been unduly criticized for charging extra for paper containers; however, in practically every instance the public has reacted favorably to this increase in price after the facts were presented. This was particularly true in the Charlotte case and others.

Front Cover Photo

The three young ladies pictured on our cover page this month are studying pharmacy at the University of North Carolina School of Pharmacy, Chapel Hill. Doubly significant, however, is the fact that the three students are daughters of past presidents of the N. C. Pharmaceutical Association.

A. Coke Cecil of High Point, the father of Miss Mary Lou Cecil, served as President of the Association during 1932-1933. Mr. Cecil was followed by J. C. Hood of Kinston, the father of Miss Mary Marsh Hood, who directed the Association's program in 1933-1934. The father of Miss Anna Frances Rimmer, E. F. Rimmer of Sanford, was President of the Association during the period 1934-1935.

As you will note the three officials followed each other in consecutive order. In the same manner the three young ladies are pursuing their pharmacy studies: Miss Cecil is a member of the second year pharmacy class; Miss Rimmer a member of the third

year class and, finally, Miss Hood a member of the fourth or graduating class.

As we mentioned in the Journal several months ago, twenty-five women students are now studying pharmacy at the University. Although there are but eighteen women licensed to practice pharmacy in the State at the present time, current indications are that this figure will be doubled within the next several years.

Flash

The N. C. P. A. Executive Committee has definitely decided to schedule a Convention in Greensboro this year. Additional details will be announced in *The Carolina Journal of Pharmacy* April issue.

Notice

The firms advertising in the columns of your Journal are helping organized pharmacy—are you helping them?

OFFICE OF PRICE ADMINISTRATION

Box 2718

Raleigh, North Carolina

February 16, 1943

Mr. W. J. Smith, Secretary-Treasurer
N. C. Pharmaceutical Association
Chapel Hill, North Carolina

Subject MPR No. 301
Rubber Drug
Sundries

Dear Mr. Smith:

You have asked us to furnish you with an interpretation of that section of the above regulation dealing with records and reports. You called attention to the following quotation from the regulation:

"The seller must preserve all records showing his purchases and sales of each class, kind, type, condition and brand of rubber drug sundries—"

You wish to know if this means that each retailer **must** keep a record for every sale which he makes of such items.

The regulation also provides that the seller must continue to keep records of the same kind as he has customarily kept showing the price actually charged by him after the effective date of this regulation for rubber drug sundries produced after January 31, 1943. He must also preserve all notifications of the maximum price of rubber drug sundries other than Victory Line received by him.

Our interpretation of these provisions is that the retailer will be required to keep only such records as he has customarily kept in the past with regards to sales of such items. He is not required to add any additional records with the exception of the notifications which he will receive from his supplier of the maximum prices applying to such rubber drug sundries. I enclose a marked copy of the full text of this regulation for your use and reference.

We appreciate the assistance which you have rendered in distributing this information throughout this area. Please call on us at any time when we may be of further service.

Yours very truly,

B. U. RATCHFORD,

State Price Officer

By: G. MAURICE HILL,
Senior Price Officer

Senator R. Gregg Cherry—Your Friend

North Carolina druggists have some mighty good friends in the General Assembly this session, but none better than Senator R. Gregg Cherry of Gastonia.

By giving his unqualified support to our proposal for a 50% reduction in the tax on soda fountains, the measure was retained in the Revenue Bill. In this instance he saved the druggists of North Carolina more than \$8,000.

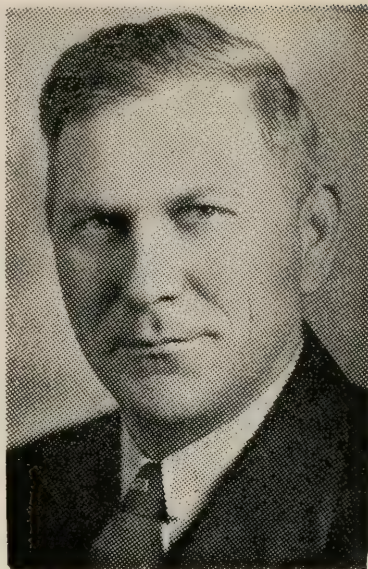
Later, after the Sellars Anti-Sales Tax Bill had received an unfavorable report and the Weathers Bill (providing for payment of 5% of sales tax to merchant for his service as "collector") had met a similar fate, Senator Cherry proposed that 3% of sales tax collections be retained by the collector provided remittance of the tax is made by the fifteenth of the month. The latter proposal was unanimously adopted by the Joint Finance Committee and was a part of the Revenue Bill as passed by the General Assembly on February 26th.

Senator Cherry came to bat for us again when he introduced a Resolution in the Senate calling on Congress to support The Pharmacy Corps Bill. Previous to this the Resolution had been introduced in the House by Representative Frank Hancock, Jr., of Oxford, and had passed that body by a unanimous vote.

Passage of this legislation by the General Assembly came at a particularly opportune time inasmuch as the hearing on The Pharmacy Corps bill has been set for March 2nd in Washington.

We could cite many more evidences of Senator Cherry's work in Raleigh in your behalf, but these few samples convincingly illustrate his knowledge of our problems and, more important, his willingness to do something about them.

A friend of Senator Cherry remarked several days ago: "I have known Gregg Cherry for more than fifteen years (he has represented Gaston County in the General Assembly—five times in the House, twice in the Senate) and he has yet to let the druggists of North Carolina down."



SENATOR R. GREGG CHERRY

CO₂ Department

There is a serious impending shortage of containers or cylinders in which to ship carbonic gas for fountains. Cylinders are made of metal—metal for new cylinders will not be available until after the war. Therefore, the only way to avert this shortage is to put "idle" cylinders to work.

You can do your part by:

(1) Search your premises for "empties." Perhaps one or more will be found in your basement which has been long forgotten.

(2) Call your carbonic gas distributor to "come and get them."

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

915C E. Cary Street

Richmond, Va.

Vitamin B Complex

L. P. MAYRAND, Ph.C., M.Sc. P.

Vitamin deficiency may develop as a result of unbalanced diet or following impaired absorption of food.

For seasonal reasons, distance from markets, type of soil, cost, etc., the variety of food essential for proper maintenance is not always readily available in certain localities. Hence, the occurrence of pellagra, for instance, in some areas. Present day processing of certain foods, such as wheat flour, removes some of the important vitamins. Vitamin deficiency from an unbalanced diet is more prevalent than is generally recognized.

Pathological conditions, such as pernicious anemia, often show impaired absorption of food, in turn giving rise to vitamin deficiency. There are cases of allergy where essential food is shunned, again leading to vitamin deficiency.

Frequently, a multiple vitamin deficiency exists. Pellagrins are deficient in Niacin and usually in Thiamine, at least. It is not readily ascertainable in such cases which of the B factors, or other vitamins, are lacking. Therefore, in order to insure adequate therapy, the physician will resort to the use of multiple vitamin preparations, such as Vitamin B Complex.

The term Vitamin B Complex is applied to a group of substances which have been shown to be constituents of what was formerly called Vitamin B.

The five Vitamin B factors at present in therapeutic use are:

Vitamin B₁ or Thiamine Hydrochloride.

Vitamin B₂ or Riboflavin.

Niacin, formerly known as Nicotinic Acid; also termed Pellagra Preventive Factor. This vitamin is also used in the form of Niacinamide (Nicotinamide) which is more soluble than Nicotinic Acid.

Vitamin B₆ or Pyridoxine.

Pantothenic Acid, also known as the Filtrate Factor. This vitamin is administered in the form of its salt, Calcium Pantothenate. Pantothenic Acid itself is an unstable oil.

The first three above mentioned Vitamins are official in the U.S.P. XII.

There are a number of other known B vitamins which are at present under investigation. Liver extracts contain factors other than those above mentioned which play a role in nutrition. Para-Aminobenzoic Acid, Choline, Inositol, Biotin and Folic Acid are some of the other known Vitamin B factors.

Allowable claims for the subject vitamins are:

Vitamin B₁ is a specific for the cure and prevention of the deficiency disease beriberi. Promotes growth in children. Maintains appetite (anorexia of dietary origin) and normal intestinal function. Plays a part in nerve functioning. It is of therapeutic use in the treatment of pernicious vomiting of pregnancy, and neuritis of alcoholism and pellagra.

Riboflavin promotes growth in children. It helps prevent certain abnormal changes in eyes which result in poor vision (keratitis, photophobia). It helps prevent certain kinds of sores on lips and face, and cracks in corners of the mouth (cheilosis). Riboflavin is a component of an oxidation-reduction system of living cells. Riboflavin deficiency is termed ariboflavinosis.

Niacin is used as both a cure and preventive for pellagra, which affects the skin, alimentary tract and nervous system. If the deficiency is long continued, it may cause insanity. It prevents a similar disease in dogs (blacktongue).

The exact role of Vitamin B₆ in human nutrition has not been established. An inadequate supply causes anemia in dogs. It prevents nutritional dermatosis in rats. It is considered by some investigators as having a function affecting the nervous system of humans.

The significance of Pantothenic Acid in human nutrition is not definitely established. A deficiency causes dermatitis in chicks. It is necessary for the growth of rats. It has been found to have some effect upon hair color of laboratory animals and in some cases on humans.

The requirements of different persons for most of the essential vitamins bear a relationship to body weight, which in turn bears a relationship to age groups.

Minimum daily requirement for a person 12 or more years old:

Vitamin B₁.—1 mg. (333 U. S. P. units).

Riboflavin.—2.0 mg.

Niacin.—About 20 mg.

The daily requirements of Vitamin B₆ and Pantothenic Acid have not as yet been determined.

Aside from impaired nutrition from pathological conditions, where the administration of vitamins is necessary, until such time as the variety of food essential for proper maintenance is within the easy reach of everyone, vitamins will play an important part in the maintenance of health.

The author, head of the L. P. Mayrand Company, Greensboro, is pictured here in his analytical laboratory. The plant is equipped with some of the most modern manufacturing machinery available for the production of medicinal preparations. Several of the larger pieces of machinery—drying ovens, etc.—were especially designed by Mr. Mayrand for use in his plant.



Since the first of the year Mr. Mayrand has given a great deal of time towards the filling of Government orders for hypodermic medication. The writer recently had occa-

sion to visit the plant and he found the author busily engaged in completing an order for 100,000 hypodermic tablets strychnine sulfate.

Wants to "Shuit" Japs

"The local board No. 3—I have wrote the boarl 2 are 3 time for my paper and I have not heard them yet. I would love to know what in the hell is the meadow (matter.) I wish you would hurry and send for me to stand my examination for my hand is burnin to shuit a gun. Have you lost my wrecked (record) are what I want, my class card, please. I am looking to hear it soon.

(signed) Name withheld.

"Ps. I wretish (registered?) on the date of October, 1941, Oct. 10. I want to have my paper transfured up here, where I am.

Hyattsville, Maryland. Send them know (now.)"

Cash Protected

A Marine attempted to hold up Joe Anderson's Drug Store, New Bern, on February 22nd but was prevented from doing so by quick thinking and joint action by Roland King and W. E. Odum.

After the Marine had demanded the money from the cash register, King yelled to Odum for his shot gun. Seeing that the two men meant to hang onto their cash, the Marine dashed from the store but was captured and turned over to the city police.

Narcotics

With narcotic robberies up three to four times what they were several years ago, you will do well to give a little more attention to their safe-keeping nowadays. Since the first of the year eight or more stores in this State have lost narcotics through robbery.

In this connection the following letter from the Bureau of Narcotics, Washington, directed to a North Carolina druggist, whose narcotics were stolen in January, will be of interest:

Dear Sir:

Referring to the recent robbery of narcotic drugs from your pharmacy, you are requested in the future to keep this valuable, critical and strategical war material in a safe instead of in an ordinary locked cabinet.

If another robbery of narcotic drugs from your pharmacy is reported to us, it is quite possible that we shall be unable to authorize their replacement.

Please acknowledge the receipt of this letter.

Commenting on the situation with which we are now faced Honorable H. J. Anslinger, Commissioner of Narcotics, had this to say, "As a general rule, we find that the pharmacist keeps his narcotics in a locked wooden cabinet but keeps his money in a safe. It should be the other way around, because narcotic drugs are worth ten times their weight in gold."

Mayor Now Private in Army

O. R. Black, pharmacist-mayor of Bessemer City, enlisted in the Army on February 23rd as a private and was sent to Fort Bragg.

The mayor, 55 years old, was a medical detachment sergeant in World War 1.

Inventory Control

This does not affect the average druggist as it applies only to merchants doing a business of \$200,000 a year and having an inventory of \$50,000 or more.

SPECIAL DEAL High Potency Tablets

VITAMIN B COMPLEX

\$1.50 per bottle of 100
5% discount on 12 bottles

Retails for \$2.85

Good Value

Scientifically Correct Products

L. P. MAYRAND

Manufacturing Chemist
GREENSBORO, N. C.



(1) Here we have pictured William Henry Creech, newly elected **LIFE MEMBER** of the North Carolina Pharmaceutical Association and pharmacist-manager, The Selma Drug Company, Selma.

Mr. Creech, better known as "Bill" to his friends, practically grew up in the store which he now jointly owns with Dr. E. B. Booker of Selma. For more than twenty years he helped the late C. P. Harper manage the business and, together, the two pharmacists built up one of the most prosperous drug businesses in Eastern North Carolina.

A few years ago Bill decided to go into business for himself. He established the Creech Drug Company in Selma which he later sold to E. V. Woodward and J. A. Creech. For two years immediately prior to taking over the Selma Drug Company, he operated Bill Creech's Drug Store in Selma.

Thus, after a few years of "outside" work, Mr. Creech has returned to familiar surroundings where he says he is perfectly satisfied. Business is good, the prescription volume is growing by leaps and bounds. All

in all, Bill says, pharmacy is a pretty tough road to travel, but it's a road with plenty of opportunities scattered along the way for the person who wishes to serve his fellowman.

While Mr. Creech did not explain the significance of the bride's photo, which appears in our snap shot, we feel it brings a "freshness" to the prescription department so noticeably lacking in many stores.

(2) Although we have pharmacist Bryan H. Whitford of Washington pictured here in civilian attire, it would be a little difficult to duplicate the photo right now. For the past several months he has been wearing the uniform of an American soldier.

Bryan graduated from the University of N. C. School of Pharmacy in 1941 and was licensed to practice pharmacy in this State immediately thereafter. For the past two years he helped his father in the management of the Whitford Drug Company, Washington.

It is needless for us to report that Mr. Whitford is a good "housekeeper." Notice the clean balances, the shiny work bench, the orderly arrangement of capsules, etc.

THE SUN NEEDS NO PRIORITIES



No. 106

An outstanding Deal of three dozen Sun Glasses retailing
from 25c to 59c in six most popular styles

JUSTICE DRUG CO. : : **GREENSBORO, N. C.**
North Carolina Service Wholesaler

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Prescription Writing and the Medical Graduate

Occasionally a complaint is heard from a pharmacist that the graduate in medicine knows little about drugs and practically nothing about prescription writing. From time to time the same criticism of recent graduates is heard also from practicing physicians who are alarmed at the tendency to crowd these indispensable subjects from the medical school curriculum.

What to do about it, that is the question. Recognizing the importance of the subject, the N. A. R. D. Journal, in its February 15 issue, presents a symposium of opinions and suggestions from eminent members of the medical profession, which should be of interest to every pharmacist seriously concerned with the professional end of his business.

Among the physicians quoted is Dr. Adam P. Leighton, for 26 years a member of the Maine Board of Registration of Medicine. He asks, "Do their teachers (teachers of medical students) plan that they shall supplement their collegiate instruction by a post-graduate course given by detail men from pharmaceutical houses?"

The answer to this rhetorical question will be interesting to pharmacists who have long advocated the use of "official" medication: "The medical profession has 'put over' too many nostrums, patent medicines and low grade proprietaries. The medical student should be given a course of adequate instruction during his medical study which would guarantee that he is properly schooled in *materia medica* before he attempts to obtain licensure."

Pharmacy Corps in the Army

(Editorial from The Journal of The American Hospital Association, February, 1943).

"Movement is well under foot to establish a Pharmacy Corps in the United States Army. There are sound reasons for taking this action. The pharmacist in the Army is responsible for the performance of important duties—he must be well qualified, well trained, and well educated—he is, in fact, responsible for the procurement, stor-

age, and distribution of medical supplies, although the officer directly in charge of this function is generally a commissioned officer in the Medical Corps of the Army. The establishment of a Pharmacy Corps would release a number of medical officers for other professional services with the Armed Forces.

"In a civilian hospital, the pharmacist is one of the most important members of the organization; he is no less important in the military establishment, and should be given recognition and rank in keeping with his responsibilities, his training, and other qualifications."

Fast Promotion

Seixas G. Milner of Raleigh, who formerly represented Johnson & Johnson in Eastern North Carolina, entered the Army in August, 1941, as a buck private—and now he's a captain.

Prior to his entrance into service, Captain Milner had not had any military training. He qualified for Officer Candidate School in December, 1941, and was commissioned a second lieutenant last March. Two months later he was advanced to first lieutenant.

His promotion to captain has just been announced. Since last July, Captain Milner has been a company commander at Camp Shelby, Mississippi.

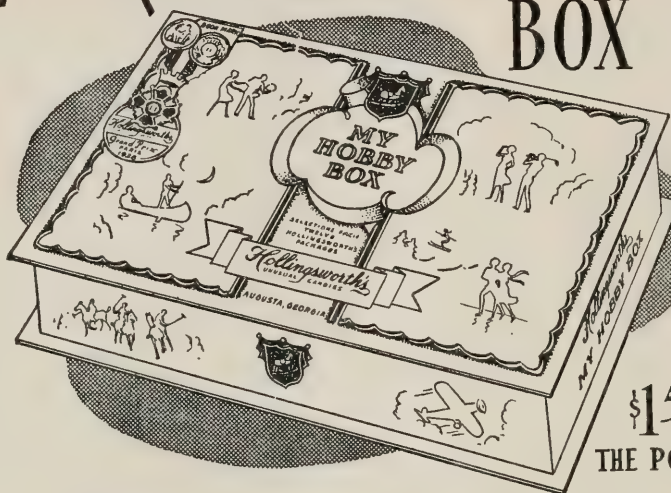
"Ink-Spots"

"Ink-Spots," one of the six delivery boys employed by Ernest Brown, Greenville pharmacist, received a questionnaire from the local selective service board several days ago. After puzzling over the questionnaire for several days, "Ink-Spots" turned the paper over to Mr. Brown with the request he return it to the Board with the following notation: "When you is ready I is ready but I don't want to be ready."

Drug Clerk Wanted

Front clerk wanted by enterprising drug firm; hard work but good pay; short hours (store closes on Sunday and every night at 8 P.M.). If interested, write W. J. Smith, Chapel Hill, N. C.

We Recommend.. MY HOBBY BOX



\$1.50
THE POUND

For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Charlotte News Flashes

By MRS. C. H. SMITH, Reporter

Friends and members of The Charlotte Drug Travelers are happy to have Gaines Slaughter, who represents Bristol Myers in this territory, back with us. He has been doing some work for his Company in Washington for the past six months.

Lots of flu and colds among the members recently—Mr. R. H. Marston, Upjohn Representative, had quite a siege. Mr. J. H. Austin and Pierce Summers as well as T. J. Manning were unable to attend the meeting of the Travelers on account of colds.

M. W. Stone has been indisposed for several days due to extraction of a tooth that has caused him a great deal of trouble.

Mr. E. H. Hemmle was not present at the meeting on February 7th on account of an accident which happened to Mrs. Hemmle just before the meeting. The accident was quite unusual and has caused her lots of suffering and several days in Memorial Hospital.

Mrs. Hemmle was sitting on a back porch banister talking to her neighbor, Mrs. W. M. Holmes, when suddenly the banister broke causing her to fall to the ground. She suffered a fractured shoulder with numerous bruises and a possible head injury. We hope none of these injuries will prove to be serious and that she will soon be out again.

Martha Anne Smith, little daughter of Mr. and Mrs. C. H. Smith, has been ill and in Memorial Hospital for a week.

We are glad to report that Danny Norman, small son of Mr. and Mrs. Frank Norman, has recovered from an illness of several days. He has been a patient in the Charlotte Eye, Ear, Nose and Throat Hospital.

Mr. and Mrs. H. L. Rayburn have a new addition in their family, a son, Jimmy, born in January. Congratulations to the proud parents. Mr. Rayburn represents Sharp & Dohme.

Mr. Norman Moury was a visitor in the "Dog House" at Scott Drug Company,

Saturday, February 13th, and with him was Mr. John D. Jackson of Columbia, South Carolina. Both of them represent Wampole Company. We were glad to have them in town.

Mr. Jackson travels South Carolina and Western North Carolina for Wampole while Mr. Moury covers the central and eastern sections of North Carolina for the same firm.

We hear now and then from Lieutenant Loveland who is in faraway spots. He asks to be remembered to everyone. Prior to his entrance into service, Lieut. Loveland was President of the Traveling Men's Auxiliary of the North Carolina Pharmaceutical Association.

Tuesday, February 9th, was the regular day for the members of the Charlotte Drug-gist Auxiliary to go to the Red Cross Rooms. The attendance was not so good for various reasons, but we must try to do better.

The next second Tuesday will be the day for the regular quarterly meeting. Let's each try to go and take a new member and show our President, Mrs. Obenshain, that we appreciate her efforts.

Mrs. E. I. Butler of Baltimore, Maryland, was a recent visitor in Charlotte. We were glad to have her back. Mrs. Butler was a member of the Auxiliary until she and Mr. Butler moved away a few months ago. While in this State, Mr. Butler represented the Liquid Carbonic Company.

Dear W. J.:

Until the other day I never heard of a cornfield being incorporated—there actually is one. A customer brought a prescription in for refill. The heading of the label read, "A. Kornfield, Inc." The address, "Boston, Mass."

Yours very truly,

Roy Eller.

New Squibb Capsules Supply Massive Doses of Vitamin D

To provide massive doses of vitamin D for use in the treatment of hypoparathyroid tetany and certain types of rickets, E. R. Squibb & Sons, New York, are now supplying capsules of Viosterol, each containing 50,000 U. S. P. units of vitamin D₂. The capsules are packed in bottles of 40 and 100.

Clinically, vitamin D may be used to produce either of two effects, depending upon the dosage. In relatively low dosage, it exerts antirachitic activity, while in high dosage, ranging upward from 60,000 units daily, it raises a subnormal serum calcium level and is therefore useful in hypoparathyroid tetany. It is also sometimes administered as a single massive dose in the treatment of active rickets.

In hypoparathyroid tetany, an initial dose of eight or more Squibb Vitamin D Capsules daily is suggested, and a maintenance dose of two to four daily. In obstinate rickets, one capsule daily is recommended; in refractory rickets, one or more capsules daily; and in thoracic rickets, one capsule daily for two or three weeks.

In addition to the new Vitamin D Capsules, Squibb, of course, will continue to supply Viosterol in Oil, one gram of which contains the equivalent of 10,000 U. S. P. XII units of vitamin D.

Important

Institutional users (drug store fountains and luncheonettes) of sugar, coffee and processed foods must register with local Price and Rationing Boards during the period March 1 to 10, 1943.

Retail druggists who stock and sell processed foods, which includes baby foods and diabetic foods, must register during the period April 1 to 10, 1943.

In this connection the following telegram from Mead Johnson & Company will be of interest: "This is to inform you that no Mead Johnson items are under the point rationing system."

Mother: "Billy, sit down, tell your little sister a story."

Billy: "I can't sit down, mother. I just told daddy a story."



"IT'S FAMOUS

because

IT'S GOOD"

"ORDER BY MAIL
From **McCOURTS"**

EITHER FOR IMMEDIATE
OR FUTURE DELIVERY

- Labels
— Rolls or Flat
- Boxes
- Physicians Rx Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.

Groome's Greensboro Gossip

MRS. DEWEY E. GROOME, *Reporter*

Wednesday afternoon, February 10th, found the Greensboro Drug Auxiliary almost 100% in play at the Sally Southern Room. They sponsored the largest benefit bridge in their history—proceeds netting about \$24.00 for the state fund which provides a scholarship for a pharmacy student. There were seventeen tables in play, with a handsome prize for each table. Tallies and napkins were in Valentine motif—and the ices were scattered with little red hearts. Everything was donated, the take being clear profit for the fund.

Mrs. I. O. Wilkerson, auxiliary president, received guests with the party committee, Mrs. L. C. Derrick, Chairman, Mrs. A. Graham McCartney, and Mrs. H. W. Van Horn—along with Mrs. Dewey E. Groome (Sally Southern Hostess).

As a complete birthday surprise to Mrs. D. E. Groome (Eva), Secretary of the auxiliary, whose anniversary is Valentine Day, came a gorgeous birthday cake—candles and all—as well as a lovely gift from the auxiliary. We are quite proud to say this party was a complete success.

It might be nice for all to know—the year has not ended. But, we are READY—our money is in the bag!

Another thing about these Greensboro members—when they put on a party—they mean business. Yes, and they mean “dress up” for the occasion. Along came Gertrude Van Horn looking like a picture in her new black straw hat, said that she had seen a robin in her back yard and just knew that Spring was just around the corner. And, our little Frances (Mrs. C. C.) Fordham took time out from her patriotic duty, came in with her usual smile which is always worth a million dressed in her motor corps uniform. We might have expected our friend Mrs. Dan Compton to be the first to wear flowers from her own garden to put her spring outfit among the outstanding. Mrs. R. L. Justice, Mrs. P. A. Hayes, and Mrs. J. L. Davis being among those that always look just exactly right!

J. H. Dever (C. C. Fordham Drug) tells me they miss their “boss” C. C. more each day but they are working hard to keep the irons to the fire.

In conversation with Mr. Howerton (Elm St. Pharmacy) he tells me that he and “Doc” Jones are kept busy day and night—don’t get a chance to even look on the outside. . . . They wonder if their drug store is too near the new camp now under construction!

Dewey Farrell (Greensboro Drug) had to take a couple days off from work to catch up with his “sneezes.” . . . Greensboro Drug—now working all girls at their fountain and doing a nice job of it. Two of their junior clerks have entered the service—Jack Short and Bill Gardner.

Mr. Harden (Glenwood Drug) tells me that a lot of the newcomers to Greensboro have settled peacefully in his section of the town and that he is having a wonderful increase in business.

Because of his health—John Caudle (McDuffie-Eubanks) has a permanent discharge and has returned to his duties. . . . We are mighty glad to have John back in Greensboro.

Girls will be girls! Margaret (Mrs. I. O.) Wilkerson is back in Junior High School! Margaret decided that she would like to brush up a bit on her typing—sounds as though she means business.

Watson Millikan, formerly owner of Ham Drug, now has a nice connection with Carter Fabrics. We wish him success in his new work.

Mr. C. W. Ellington is now with Tommy Crutchfield (Crutchfield’s Inc.). Mr. Ellington came to him from Bobbitt’s Pharmacy in Winston-Salem. Welcome to our city and we know you will enjoy working with Tommy. This too is going to be a big help to Clarice (Mrs. Crutchfield) since she has been having to give a lift now and then at the store.

Lon Russell (Cecil-Russell) has an opinion of his own about this business of having

(Continued on Page 91)

You Make 38% Profit

Johnson's Ointment

*For All Forms of Rectal
Troubles*

50c Tubes—\$4.00 Dozen

With Perforated Pile Pipe

One Tube Free with Each Dozen

50c Jars—\$4.00 Dozen

One Jar Free with Each Dozen

Resale Value - - - - - \$6.50

Retailer's Cost - - - - - 4.00

Profit - - - - - \$2.50

==38% on Selling Price or
Markup of 62% on Cost



Bodeker Drug Company

Richmond, Virginia

fountain operations—he declares they just give him a “fit.”

Charlie Hodgin is back for a couple of weeks at Elam Drug Company to give a little vacation to Mrs. C. H. Bradford. Bradford tells us that “Mrs.” has been doing a wonderful job and certainly needs time out for a little rest.

G. B. Woodward is now with Ralph Sykes (Revolution Drug). Mr. Woodward came from Irvin, Tenn—as of February 5th. We wish you success in your new work and we know you will enjoy your work with Mr. Sykes.

Jimmy Sykes, son of Mr. and Mrs. Ralph Sykes, has a 21-day leave of absence. Jimmy was sick for a couple of months before coming home to recuperate. He is stationed at Livingston, La.

We have found out that Charlie McFalls (Wilkerson-McFalls) has a pride and joy other than his work—of course it is two-

year-old daughter that keeps him on the jump—and, he loves it!

F. S. Petrea (Liggett Drug) just knows he is the busiest man in town. He is still able to take everything with that ever-ready smile!

R. A. Buchanan is now with Mann's O. Henry—he was formerly with King Cotton Drug.

Mr. I. L. Zuckerman (Mann's O. Henry) reports a splendid business—says they are being kept on their toes.

We are quite proud of our Mrs. P. A. Hayes—it was her honor to preside at the Rotary Club Monday, February 8th. This being “Ladies Luncheon”—the ladies took complete charge—made all the announcements and put the men in their place when they spoke out of turn. It has been rumored that our friend “Mr. P. A.” has been very—very good since that time.



To swell the Pharmacy Scholarship Fund established at the University of North Carolina by the N. C. P. A. Women's Auxiliary, the Greensboro Auxiliary sponsored a bridge party in that city on February 10th. Here is a view of part of the players at the largest such affair in the Auxiliary's history. Standing in the background are the president, Mrs. I. O. Wilkerson, and the benefit committee, Mrs. L. C. Derrick, chairman, Mrs. A. Graham McCartney and Mrs. H. W. Van Horn.

"E" Pennant Awarded to Sharp & Dohme

Blood Plasma Production Outlined

Sharp and Dohme, pioneers in the development of dried blood plasma, and producers in their laboratories in Philadelphia and nearby Glenolden not only of plasma but of many other disease-preventing, pain-relieving and life-saving medical supplies for the armed forces, were awarded the Army-Navy "E" for excellence in production on Wednesday, February 10.

Since both the pharmaceutical and biological laboratories received the award, two ceremonies were held. At both, the "E" pennant was presented by Brig. Gen. Hugh Jackson Morgan, Chief Consultant in Medicine, Office of the Surgeon General, U. S. Army. The pennants were received on behalf of the company by J. S. Zinsser, President.

Commander E. L. Bortz, U.S.N.R., of the U. S. Naval Hospital, Philadelphia, presented the individual "E" pins to representatives of the more than 2,000 employees. The pins were accepted on the employees' behalf by M. C. Calhoun, President of the Sharp and Dohme Employees Organization. Eugene F. Wagner, secretary-treasurer of the company, presided at both ceremonies.

General Morgan, in presenting the "E" pennant, termed the company's "pioneer work" in connection with dried blood plasma "one of the outstanding contributions of biological manufacturing."

In accepting the "E" pennant, Mr. Zinsser paid special tribute to the entire personnel of the organization, whose cooperation alone, he said, made the awards possible.

"For the cooperation and support which made possible the winning of the Army-Navy Production Award," he said, "I am profoundly grateful to these men and women of Sharp and Dohme, to the American Red Cross in their blood donor program, and to the companies which provided supplies and equipment. To the Army and Navy, too, we give our thanks and appreciation for their cooperative spirit and for their understanding of the problems which confronted us in stepping up production."

Commander Bortz, in presenting the "E" pins, praised the Sharp and Dohme employees for past efforts and urged even greater exertion for production in the future.

"This 'E' pin," he said, "should be worn proudly; as it is an honor not lightly given. It is held by only a small percentage of all workers engaged in war production. But the exclusiveness of this honor is matched by the high responsibilities it imposes.

"You men and women of this company will be honored by the presentation to each of you of the Army-Navy 'E' pin for excellence in production. You have produced pharmaceuticals, biologicals and blood plasma above and beyond the call of expectations."

Sharp and Dohme's blood plasma research covers a period of almost fourteen years and represents the expenditure of hundreds of thousands of dollars. In April, 1941, at the request of the Army and Navy, the company went into large scale production of the dried plasma. For nine months thereafter Sharp and Dohme was the only source of dried plasma in the nation. After that, other laboratories joined in the production, having been licensed without fee by Sharp and Dohme to use the process to meet the needs of the national emergency. Every facility of Sharp and Dohme was made available to enable these normally competing firms to get into plasma production as quickly as possible. The company also worked closely with the American Red Cross in the planning of the blood donor system whereby blood is being collected throughout the nation to be made into dried plasma for the Armed Forces.

The plasma-making process is highly technical and complicated. In brief, when the refrigerated blood has been received at the laboratory, it is tested for purity. Then, still in bleeding bottles in which it was received, it is placed in centrifuges which whirl at the rate of 2,500 revolutions per minute. This separates the straw-colored plasma from the corpuscles, which are driven to the bottoms of the jars.

Next, with extreme care, the plasma is siphoned off. Then it is frozen to a temperature of minus 78 degrees Centigrade

and then dehydrated under high vacuum to bring the moisture content down to less than one-half of one per cent, advantage being taken of the fact that ice and similar frozen products can be vaporized under high vacuum without passing through the liquid stage. The final product, a straw-colored, flaky powder, will retain its potency for years.

Plasma, of course, is merely one of the many Sharp and Dohme products being provided the Armed Forces. The company produces a substantial percentage of all Sulfadiazine tablets used by the Army and Navy. It produces, too, quantities of morphine sulfate tablets, vaccines, serums, toxoids, ointments, and many other pharmaceutical and biological products.



The Army-Navy "E" pennant is displayed at Sharp & Dohme's Glenolden ceremony by, left to right: Brig. Gen. Hugh J. Morgan; M. C. Calhoun, President, Sharp & Dohme Employees Organization; J. S. Zinsser, President, Sharp & Dohme; Commander E. L. Bortz.

Free Drug Store Fixtures Valued at \$1,500

In order to quickly dispose of an established drug store, the present owner offers to give a complete set of drug store fixtures to the purchaser of the stock which inventories at \$4,000. The merchandise is clean, standard brands, all in saleable condition. If interested in personally looking over this business, write W. J. Smith, Drawer 151, Chapel Hill, for further information.

Eli Lilly Establishes Washington Office

In an effort to improve its service to the agencies of the Federal Government responsible for the procurement and allocation of medical supplies, Eli Lilly and Company has opened an office in Room 502, Albee Building, Washington, D. C. The office is in charge of E. K. Braselton, manager of Lilly's Washington District, who first became associated with the company in 1910.

Contribute your surplus Quinine to the
National Quinine Pool.



Do You Have New Help?

MANY DRUG STORE OWNERS have had to replace trained store personnel with willing but inexperienced help. Much as we would like to, we cannot solve all your problems. But we can give you a big lift in the sale of vitamin products. And vitamin products are in greater demand today than ever before because people feel the need of keeping fit in the face of rationing and the high cost of many of the "protective foods."

Realizing these facts, we have prepared a list of 21 questions and answers on vitamin products; a booklet telling how to increase your sales of vitamin products; a counter display which will simplify selling and save your clerk's time; and a booklet "How to buy Vitamins," for distribution to your customers, *telling how to select suitable vitamin products for use in preventing dietary deficiencies.*

This Material Is Practical—It's written in language that's easy to understand. The facts presented can easily be converted into sales.

This Material Is Authoritative—Government figures are given for each vitamin—and a comparison made between these figures and the potency of Squibb Multi-vitamin Products.

This Material Is Free—All you have to do is call your Squibb Representative and he will see that you get the booklets and the display card. Or, if you're in a hurry, and located in a territory that's hard to reach in these "travel-rationed" times—just paste this coupon and your prescription label on a postcard and send it to Vitamin Products Sales Division, E. R. Squibb & Sons, 745 Fifth Avenue, New York, N. Y.

E·R·SQUIBB & SONS

Manufacturing Chemists to the Medical Profession Since 1858

E. R. SQUIBB & SONS

ST343

Vitamin Products Sales Division

745 Fifth Avenue, New York, N. Y.

Please send me, without obligation, copies of your sales helps on Vitamin Products.

Name

Street

City..... State.....

**Pal Hollow Ground to Launch Smashing Advertising Campaign
Razor Blade Company Using
6 National Magazines—450
Newspapers**

Significant of the tremendous success of Pal Hollow Ground Safety Razor Blades in 1942, is the greatly expanded advertising program planned for 1943. Six of the greatest periodicals in the country will carry the story of the superiority of Pal Hollow grinding. They are Life, The Saturday Evening Post, Collier's, Liberty, Time and Esquire, with a combined circulation exceeding 13,600,000. If it is assumed that there are a minimum of 4 readers per copy (and surveys have shown this is a highly conservative estimate) the circulation of this list will reach the tremendous total of 54,400,000. Insertions are planned so that at least one Pal advertisement will appear every week of the year.

In addition to this tremendous magazine job, the largest in the Pal Company's history, there will be no diminution of newspaper advertising. In over 450 cities, where Pal Blades are sold from coast to coast, Pal Blade ads will run in local newspapers once and twice a week throughout the year. It has been estimated that in 1942 alone, the smiling lathered face of "Little Pal," the famous Pal Blade trademark, has appeared in more than 32,400 separate issues of newspapers—or, on a circulation basis, he has actually been printed in newspapers over 73,300,000,000 times!

Backing up this 1943 advertising program, Pal plans new and attractive window displays and dealer helps, and a continuation of sampling by uniformed Pal girls—all to acquaint new users with the excellence of the Pal shave.

While production of Pal has necessarily been curtailed in accordance with Government restriction, Pal executives hope to be able to supply regular customers with enough blades to meet their normal needs. They point out that Pal, being a superior blade, will definitely last longer, giving more shaves per blade. Therefore, Pal users can enjoy better shaves and save steel for Uncle Sam at one and the same time—the perfect combination of the Patriotic and the Practical.

**POWERS-TAYLOR
DRUG COMPANY**

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

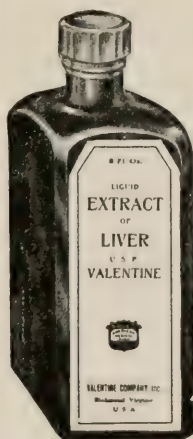
Druggists' Sundries & Fancy Goods

We solicit your orders

**Our experience of over 70 years
insures our ability to serve you
satisfactorily**

**LIQUID
EXTRACT OF LIVER**

**U. S. P.
VALENTINE**



**8 ounces net
1 dozen at list
\$21.00
Through wholesaler**

**Valentine Company, Inc.
Richmond, Virginia**

Fair Trade

For the past three months the Fair Trade Bureau of the N. C. Pharmaceutical Association has solicited funds from the retail druggists of the State for carrying on the necessary activities of the Bureau. While the response has not been overwhelming—approximately 10% of the registered stores have contributed—sufficient funds are now on hand to enable the Fair Trade Committee to function during the current year.

Check the list of contributors appearing below. If your name does not appear, perhaps you would like to do your share in supporting the activities of the Fair Trade Bureau. Although contributions have varied from \$1 to \$10, for the most part—over 90%—checks mailed to the Bureau amounted to \$5.00.

The handy contribution slip on page 97 will enable you to make this contribution without too much difficulty. Clip and mail today. Remember: All contributions are used solely for the promotion of Fair Trade activities in this State.

FAIR TRADE CONTRIBUTORS

<i>City</i>	<i>Drug Store</i>	<i>Contributor</i>
Asheboro.....	Randolph Drug Company.....	J. T. Allen
Asheboro.....	Asheboro Drug Company.....	C. M. Fox
Asheville.....	Grove Park Pharmacy.....	G. W. Mathews
Asheville.....	Goode's Drug Store.....	J. A. Goode
Asheville.....	Bilbro's Drug Store.....	Q. T. Bilbro
Belmont.....	Robinson's Drug Store.....	J. L. Robinson
Bies Creek.....	Wiggins Drug Store.....	F. M. Caudell
Burlington.....	Asher-McAdams Drug Co.....	E. L. McAdams
Burlington.....	City Drug Store.....	H. G. Mitchell
Chapel Hill.....	Eubanks Drug Store.....	C. L. Eubanks
Cherryville.....	Houser Drug Company.....	W. H. Houser
Clayton.....	Whitley-Bain Drug Co.....	J. D. Bain
Clayton.....	Beddingfield Bros.....	E. T. Beddingfield
Cliffside.....	Mills Drug Co.....	J. C. Mills
Clinton.....	Register Drug Store.....	M. O. Register
Cramerton.....	Cramerton Drug Co.....	T. H. Wilson
Concord.....	Porter Drug Company.....	C. D. Porter
Cooleemee.....	Cooleemee Drug Co.....	M. H. Hoyle
Dunn.....	Hood's Drug Store.....	T. R. Hood
Dunn.....	Dunn Pharmacy.....	C. O. Warren
Dunn.....	Butler & Lee Drug Co.....	P. A. Lee
Durham.....	Boone Drug Company.....	D. L. Boone
Durham.....	Brewer's Drug Store.....	S. O. Brewer
Durham.....	Rogers Drug Store.....	R. P. Rogers
Elizabeth City.....	Overman & Stevenson.....	J. T. Stevenson
Elkin.....	Turner Drug Company.....	G. E. Royall
Fair Bluff.....	Rogers Drug Store.....	B. F. Rogers
Fayetteville.....	White's Drug Store.....	H. W. White
Fairmont.....	Fairmont Drug Company.....	P. H. Thompson
Forest City.....	Piedmont Drug Company.....	J. S. Rudisill
Forest City.....	Forest City Drug Co.....	N. F. Adkinson
Fremont.....	Fremont Drug Company.....	W. Y. Whitley
Fuquay Springs.....	Elliott's Pharmacy.....	A. G. Elliott
Garland.....	L. A. Warren, Druggist.....	L. A. Warren, Jr.
Gastonia.....	Rhyne's Drug Store.....	W. F. Rhyne
Gastonia.....	Kennedy's, Inc.....	E. C. Adams
Goldsboro.....	Waters Drug Store.....	G. W. Waters, Jr.
Graham.....	Wrike Drug Company.....	W. C. Wrike
Granite Falls.....	Caldwell Drug Store.....	J. F. Carrigan
Greensboro.....	McDuffie-Eubanks Drug Co.....	R. A. McDuffie
Greensboro.....	Elm St. Pharmacy.....	S. L. Jones
Haw River.....	Purity Drug Company.....	J. H. Jones
Henderson.....	Woolard's.....	E. W. Woolard
Henderson.....	Southside Drug Company.....	C. B. White
Hickory.....	Lutz Drug Store.....	H. C. Lutz
Hickory.....	Shook Drug Company.....	Eulon Shook
Hickory.....	Hickory Drug Company.....	P. J. Suttlemire
High Point.....	C. A. Ring & Sons.....	C. A. Ring, Sr.
Hillsboro.....	James Pharmacy.....	Chas. James
Kings Mountain.....	Kings Mountain Drug Co.....	C. D. Blanton
Laurinburg.....	Scotland Drug Co., Inc.....	J. C. Graham
Lenoir.....	Ballews Cash Pharmacy.....	J. G. Ballew
Lenoir.....	McNairy's Drug Store.....	H. M. Deal
Lillington.....	Kelly's Drug Store.....	G. C. Kelly
Lincolnton.....	Lawing & Costner.....	B. P. Costner
Mount Airy.....	Hollingsworth Drug Company.....	Joe Hollingsworth
Mount Airy.....	Hollingsworth Pharmacy.....	Joe Hollingsworth
Mount Airy.....	W. S. Wolfe Drug Co.....	W. S. Wolfe
Mount Olive.....	Glenn & Martin Drug Co.....	J. S. Glenn
Mount Pleasant.....	A. W. Moose Company.....	H. A. Moose
Marion.....	Tainter's.....	Dean Tainter

City	Drug Store	Contributor
Marshall	Roberts Pharmacy	H. E. Roberts
Marshville	Guion's Drug Store	H. N. Guion
Mocksville	Hall Drug Company	S. B. Hall
Mocksville	Wilkins Drug Company	W. R. Wilkins
Monroe	Gamble's Drug Store	J. P. Gamble
Monroe	Secrest Drug Co., Inc.	V. V. Secrest
Morganton	Spake Pharmacy	Y. E. Spake
New Bern	Duffy's Drug Store	H. B. Duffy
North Wilkesboro	Red Cross Pharmacy	R. M. Brame, Jr.
Oxford	Williams Drug Company	A. H. A. Williams
Pilot Mountain	Surry Drug Company	Robert Savage
Pinehurst	Carolina Pharmacy	W. R. Viall
Raleigh	Person St. Pharmacy No. 1	P. D. Gattis
Ramseur	Ramseur Pharmacy	C. R. Whitehead
Red Springs	Red Springs Drug Co.	H. Grantham
Roanoke Rapids	Rosemary Drug Company	A. N. Martin
Roanoke Rapids	Griffin Drug Company	Octavus Griffin
Salisbury	Carter & Trotter	J. R. Trotter
Scotland Neck	Whitehead's Drug Store	N. O. McDowell
Shelby	Suttle's Drug Store	E. A. Suttle
Statesville	Holmes Drug Company	R. T. Holmes
Tabor City	Harrelson's Pharmacy	R. C. Harrelson
Taylorsville	The Peoples Drug Store	R. B. Campbell
Thomasville	Thomasville Drug Company	E. L. Webb
Troy	Standard Drug Company	R. L. White
Wake Forest	Hardwicke Pharmacy	S. J. H. Hardwicke
Washington	Worthy & Etheridge	S. B. Etheridge
Weaverville	Weaverville Drug Company	Herschel Roberts
Wendell	W. R. Nowell Drug Store	W. R. Nowell
West End	West End Pharmacy	J. F. Smith
Wilson	Bissette's Drug Store	P. B. Bissette
Windsor	Pugh's Pharmacy	E. S. Pugh
Windsor	Windsor Pharmacy Co., Inc.	W. B. Gurley
Winston-Salem	Standard Drug Co., Inc.	G. W. Hart
Winston-Salem	Summit St. Pharmacy	W. A. Gilliam
Yanceyville	Yanceyville Drug Company	T. J. Ham, Jr.
Zebulon	Zebulon Drug Company	E. C. Daniel

CLIP AND MAIL TODAY

Fair Trade Bureau
c/o N. C. Pharmaceutical Assn.
Drawer 151
Chapel Hill, N. C.

Gentlemen:

BECAUSE I am a firm believer in the retention of the principles of American democracy;

BECAUSE I heartily disapprove of the unfair practice of selling below cost;

BECAUSE I am in favor of the principle of the North Carolina Fair Trade Act and the Tydings-Miller Enabling Act.

THEREFORE, I am herewith contributing \$..... to the N. C. Fair Trade Bureau in order to properly finance the necessary activities of this Bureau for the current year.

Drug Store

City

Contributor

Date

A Palatable Tonic for Erythrogenic Stimulation

LIVITAMIN

Each fluidounce represents:

Fresh Liver (as liver concentrate).....	3 ozs.
Thiamine hydrochloride (B ₁).....	300 U.S.P. Units
Riboflavin (B ₂ , G).....	1000 gamma
Nicotinic acid (PP Factor).....	25 mg.
Pyridoxine hydrochloride (B ₆).....	187 gamma
Pantothenic acid.....	2315 gamma
Filtrate factor.....	20 J. L. Units
Iron and Manganese peptonized.....	30 grs.

Livitamin enables the physician to prescribe adequate doses of iron in a readily assimilated and well tolerated form, supplemented with all the recognized factors of the vitamin B complex and the antianemia liver principles. The iron and manganese peptonized in Livitamin cause no gastric disturbance. It is a palatable tonic that children will take readily.

Supplied in

8-OZ. BOTTLES

THE S. E. MASSENGILL COMPANY

Manufacturing Pharmacists
Bristol, Tenn.-Va.

Distributors
San Francisco

New York

Kansas City

CAPUDINE

BONUS DEAL

TO RETAIL TRADE

THROUGH ACCEPTED WHOLESALERS

\$8.00 ANY ASSORTMENT **5%** CASH BONUS

In Addition to Wholesaler's Discount

Cash Bonus will be sent direct upon Receipt of
Wholesaler's Invoice showing Purchase

P.S.—You net 481% Profit when dispensed over the fountain from the one pint size. Include on your order. Write for Free Dose Measure Glass, Counter Cards, Dummy Cartons.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

A. D. F. I. Company Completes Successful Year

Of interest to the retail drug trade is the recently concluded annual meeting of stockholders and directors of the American Druggists' Fire Insurance Company. This Company, as is well known, was organized in 1906, somewhat under the auspices of the National Association of Retail Druggists and various state associations, to write fire insurance on the property of Retail Druggists at the lowest possible cost consistent with safe underwriting practices. The Company has made a real saving in the cost of fire insurance to its policyholders, and this saving now amounts to \$5,387,072.56 as an amount actually saved the retail drug trade of the country in the cost of their fire insurance.

The Company, represented in forty-three states by retail druggist agents and adjusters, continues to write insurance only on the property of Retail Druggists. It reports that the losses caused by fire which

it has paid in the year 1942 were the largest ever paid in the history of the Company. The amount exceeds a quarter of a million dollars as actually paid to Retail Druggists for fire damage during the year.

Even considering this increased loss payment the total assets of the Company, as admitted by the various state insurance departments, was increased to \$2,296,010.66, which is practically the largest in the history of the Company.

At the recent annual meeting, which was attended by its officers, directors and by many stockholders, all from various parts and sections of the country, the affairs of the Company during the year 1942 were reported and reviewed and the annual dividend of \$2.50 per share was declared. The Company reports a satisfactory year for 1942 and anticipates further progress during the year 1943.

P. J. Suttlemyre, of Hickory, a member of the A. D. F. I. Executive Committee and Board of Directors, was re-elected to these positions for 1943.

Confidence

IS A MATTER OF KNOWING

Our policyholders have that confidence. They know us. Safer, more dependable fire insurance at an economy in cost.

To get "in on the know," just drop us a card. We are here to serve you.

Established in 43 states

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

Some of Our State Agents

MR. E. F. RIMMER
Box 377
Sanford, N. C.

MR. A. A. COLEMAN
Greenwood, S. C.

DRUG TRAVELERS DIRECTORY

Tire and gasoline rationing have curtailed, in general, the traveling schedules of many salesmen, some to such an extent that it will be impossible for them to call on you as frequently as in the past. As a patriotic gesture and one that will be appreciated not only by the salesmen whose ads appear below but by the Editors of The Journal as well, we ask that you prepare a list of "shorts" and mail directly to the salesmen whenever possible. By so doing you will be helping to save strategic materials and at the same time will be assisting salesmen, whose very existence depends upon the business which you give them from week to week, to continue to serve you.



Lore S. Brown, Hamlet, N. C.

Telephone: 766

Representing

Burwell & Dunn Co.

John R. Brownie, P. O. Box 150,
Berkley Station, Norfolk, Va.

Telephone: Berkley 997

Representing

Dr. Miles Laboratories, Inc.

W. R. Dixon, 1405 East Boulevard,
Charlotte, N. C.

Telephone: 36739

Representing

Bauer & Black

H. E. Cain, McBee, S. C.

Representing

Wm. R. Warner & Co.

H. L. Hitchcock, Winston-Salem, N. C.

Telephone: 20707

Representing

Hollingsworth's Unusual Candies

W. S. Gibson, Box 407,
Goldsboro, N. C.

Representing

Bodeker Drug Company

Norman B. Moury, Box 885,
Greensboro, N. C.

Telephone: 2-2019

Representing

Henry K. Wampole & Co., Inc.

Walter H. Torrence, Box 4086,
Charlotte, N. C.

Telephone: 8842

Representing

John Wyeth & Brothers, Inc.

W. H. Hamilton, P.O. Box 212
Charlotte, N. C.

Representing
Monroe Chemical Company
(Putnam Dyes)

R. W. Collette, Jr.,
Mocksville, N. C.

Telephone 114
Representing
Hart Drug Corporation

J. G. Barnette, 1923 Lombardy Circle
Charlotte, N. C.

Telephone: 3-2598
Representing
E. B. Read & Son Company

R. W. Lowe,
Chester, Virginia

Telephone 2-9034
Representing
Bodeker Drug Company

J. Curtis Nottingham, Box 1117
Rocky Mount, N. C.

Telephone 2385 W
Representing
Owens & Minor Drug Company

Lady Patient: "I have known you so long, Doctor, I do not intend to insult you by paying your bill, but I have arranged a handsome legacy for you in my will."

Doctor: "That's very kind of you. Now please let me look at that prescription again. There is a slight change I would like to make in it."

Look into this LIQUID vitamin
and mineral food supplement—

ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

THE CHATTANOOGA MEDICINE CO.

Chattanooga

Tennessee

Timely Tips

PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
**R BOXES
& LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL
C. H. SMITH
Representative

Phone 3-5208 Charlotte, N. C.

Box 1001

NEWS!

Radio's "REVEILLE SWEETHEART"

has gone to work for



PAL

HOLLOW
GROUND

RAZOR BLADES

For the first time, Lois January, famous "Reveille Sweetheart" of the service men of America, is sponsored—and by PAL! Every morning except Sunday at crack of dawn (5:30 to 6:30 a.m. E.W.T.) Lois sings and speaks to the boys in America's training camps and the workers on the late shifts over Columbia's 50,000 watt station WABC, New York—tells them about Pals and the "Feather Touch" shave. Here's another Pal scoop to help you sell Pals.

All prices fair traded. Order through your wholesaler.

PAL Blade Company

595 Madison Ave.

New York, N. Y.

The Seeman Printery, Inc.



Where Good Printing is a Habit



**WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS**



Printers in Durham, N. C., Since 1885

News Notes from the Home Front

H. O. Holland, Apex pharmacist, still remains in Rex Hospital, Raleigh, with a leg and foot infection. . . . **Mrs. A. B. Pegram** of Raleigh is now employed in Holland's as prescriptionist. . . . **T. O. Leavister**, until recently with Holland's as relief pharmacist, is now associated with the W. A. Hayes Drug Store, Hillsboro.

A. B. Ellerbee, Hoffman-La Roche Representative in this State, is a new affiliate of the T. M. A. His address: 700 E. Boulevard, Apt. No. 4, Charlotte.

H. B. Ward, pharmacist from Georgia, is now with the McMillan Drug Store, Lumberton. . . . **Arthur R. Johnson** of Kerr, Route 1, a graduate of the U. N. C. School of Pharmacy in 1941, has been commissioned an ensign in the Naval Reserve following completion of a special 15-week V-7 training course at the New York USNR Midshipmen's School. Before entering service Ensign Johnson was connected with Ward's Drug Store, Nashville.

F. W. Hancock, Secretary-Treasurer N. C. Board of Pharmacy, has been appointed a member of the Committee on Minimum Standards of Technical Equipment by the President of the American Pharmaceutical Association, Mr. Roy Bird Cook, Charleston, W. Va.

B. M. Tuttle, Angier pharmacist, is recovering from pneumonia . . . for the past several weeks he has been in a Raleigh hospital. . . . **W. K. Lewis** has returned to Mount Olive after spending some time in Florida recovering from typhus fever.

Twenty-two students at the U. N. C. School of Pharmacy recently completed an "Advance Course in American Red Cross First Aid" taught by **Professors E. A. Brecht** and **H. M. Burlage** of Chapel Hill.

James Kerr, until recently with the Seacrest Drug Company, Monroe, is now with Black's Drug Store No. 1, Kannapolis. . . . **Earle Jones**, Sales Manager for the W. H. King Drug Company, Raleigh, was recently inducted into the Raleigh Lions Club.

B. R. Phifer, who for the past few years has been with the Holmes Drug Store,

Statesville, is now part owner and manager of the Rowan Drug Company, Spencer. . . . **Fitz L. Smith**, formerly of Winston-Salem, is now employed by the U. S. Rubber Company Shell Plant located near Pineville.

We understand **J. T. Usher**, Asheboro Street Pharmacy, Greensboro, is seriously ill . . . two dozen old shelf bottles have been donated to The Pharmacy Museum, located at Chapel Hill, by **B. R. Ward**, Goldsboro.

M. A. Moore of Tarboro joined the N. C. P. A. on February 19. . . . **C. A. Almand**, proprietor of Almand's Drug Store, Rocky Mount, is also a new affiliate of the Association.

Taking their cue from a recent issue of Drug Topics, six Statesville drug stores sponsored a twelve inch, five column ad in their local paper as a means of disseminating information relative to shortages of merchandise, curtailed delivery, shorter hours, etc. The ad was headed: "Your Druggist Didn't Start the War."

John Lee Matthews of Rocky Mount (Matthews Drug Store) is now in service. . . . **Joe Watson** replaces him as manager of the store.

Drug stores in Rocky Mount and Tarboro are now operating on a 9 A.M.-9 P.M. schedule. . . . **Dr. E. V. Zoeller**, President of the N. C. Board of Pharmacy, is recovering from a recent illness.

Births

Mr. and Mrs. L. M. Gilbert, Jr., of Maxton, announce the birth of a daughter, Sandra Jean, on January 21st. The father, a graduate of the U. N. C. School of Pharmacy, has been associated with the Austin Drug Company, Maxton, for several years.

Mr. and Mrs. George K. Grantham, Jr., of Durham, announce the birth of a son, John Davis, on February 5th.

Mr. and Mrs. Lovett A. Warren, Jr., of Garland, announce the birth of a boy, Lovett A. Warren III, on December 17th.

(Continued on Page 105)

Selling Your Customers For YOU

Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day

**Nerve Racking
HEADACHE**

**Eases the Pain —
Soothes the Nerves**

The quick-acting ingredients in the "BC" formula ease headaches and gently soothe nerves. Also relieves neuralgic pains.



RELIEVES HEADACHES



... and soothes Nerves upset by

HEADACHE and NEURALGIA

The prescription-type ingredients in the "BC" formula are readily assimilated.

It's why "BC" offers relief from headaches, neuralgic aches and pains.

Nerves ruffled and upset by minor pains are also gently soothed by the quick-acting "BC" ingredients. Keep a 10c or 25c package handy. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

Just arrived: Susan Hipson Cornwell, daughter of Mr. and Mrs. A. Hal Cornwell of Lineolnton, on February 26th.

Deaths

R. S. Mills, Jr., owner of the Rockingham Drug Company, Draper, died at Duke Hospital, January 28th, at the age of 53. Prior to coming to Draper nine years ago, he worked in Marion with Tainter's and with various drug stores in Tennessee.

L. E. Reaves, Sr., father of pharmacists L. E. Reaves, Jr., Fayetteville, and H. C. Reaves, Asheboro, died February 7th in a Fayetteville hospital following an illness of several weeks. He was 71 years old at the time of his death.

After passing the State Board in 1897, Mr. Reaves worked for a short time in Sanford following which he moved to Waxhaw where he remained for 12 years. In 1909 he purchased several drug stores in Raeford, later consolidating them into one business, which he successfully managed until his death.

A leading business, civic and religious leader in his community; an able and progressive pharmacist and a firm believer in educational progress, Mr. Reaves will be missed from our ranks.

George W. Neister, Sales Manager for the Justice Drug Company, Greensboro, for the past twenty years, died at the Wesley Long Hospital on February 15th after a brief illness. He was 58 years old at the time of his death.

Mr. Neister was a past counselor of the Greensboro unit of the United Commercial Travelers, a past great ruler of the Order of Bagmen, an affiliate of U. T. C., a member of the Greensboro Elks Lodge and the Traveling Men's Auxiliary of the N. C. Pharmaceutical Association.

He is survived by his wife, a daughter, one brother and four sisters.

Jack Holmes Hill, age 82, pioneer Goldsboro druggist and mayor of his city for fourteen years, died in his sleep on February 16th. For several years prior to his death he had been in ill health.

Mr. Hill first started in the drug business in 1882 and remained in this business until 1927 at which time he was elected mayor of Goldsboro. In 1941 he voluntarily retired on account of his health.

Ernest E. Brown, age 45, Greenville pharmacist and manager of the Brown Drug Company in that city, died on the night of February 19th after a brief illness.

Mr. Brown was born and reared in Bethel. He was graduated from the Bethel High School and Oak Ridge Institute. He attended Crowes School in Atlanta and later became registered in this State. Prior to coming to Greenville, he was engaged in the drug business in Ronda and Elkin.

For a time Mr. Brown traveled rather extensively over the State in the interest of "H-C Headache Powders" which he manufactured in Greenville. He also manufactured and distributed a line of household remedies.

He was a member of the N. C. Pharmaceutical Association, the Greenville Jarvis Memorial Methodist Church, the Masonic fraternity and Sudan Temple.

James Edward Perry, proprietor of Perry's Drug Store, Franklin, for the past fifteen years died suddenly from a heart attack on February 16th.

As a young man Mr. Perry went to Washington State where he studied pharmacy and operated a drug store for a number of years. He returned to North Carolina in 1926 and later purchased Smith's Drug Store from Frank T. Smith, now retired, which he continued to operate until his death.

Mr. Perry was active in the community life of his city, taking part in many civic enterprises. At the time of his death he was a member of the local draft board.

MATTER OF RANK

"I have a pain in my abdomen," said the recruit to the Army doctor.

"Young man," replied the medico, "Officers have abdomens, sergeants have stomachs, you have a bellyache."

Wartime Nutrition



When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Will a Secretary Go to Heaven?

If a Secretary writes a letter, it's too long.

If he sends a postal, it's too short.

If he doesn't send a notice, he is lazy.

If he attends a committee meeting, he is butting in.

If he stays away, he is a shirker.

If he duns the members for dues, he is insulting.

If he fails to collect the dues, he is slipping.

If he asks for advice, he is incompetent.

If he does not, he is bull-headed.

If he writes his reports complete, they are too long.

If he condenses them, they are incomplete.

If he talks on a subject, he is trying to run things.

If he remains quiet, he has lost interest in the meeting.

Ashes to Ashes

Dust to dust;

If others won't do it,

The Secretary must.

—Florida State

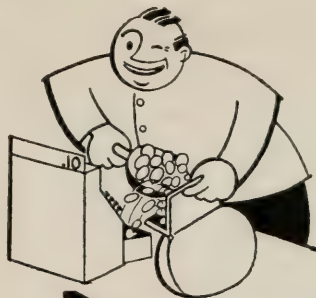
Pharmaceutical Journal.

New Prescription Booklet

Promote Your Prescription Department, a 27-page booklet now being distributed by E. R. Squibb & Sons, is a practical guide for pharmacists who want to increase their professional business.

The information in the booklet is presented in interesting question and answer form and the subjects discussed include: the best ways to gain confidence; how to acquire that sparkling, clean look; how to control stock and care for valuable equipment; what books are necessary for a good reference library and how to make the most of such a library; how to acquire the "professional touch" and how to make a good first impression on potential customers; the best ways to advertise; and some of the "do's and don'ts" of operating a successful prescription department.

Squibb representatives can supply the booklet upon request, or it may be obtained, free of charge, by writing to the Merchandising Department, E. R. Squibb & Sons, 745 Fifth Avenue, New York City.



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 3¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

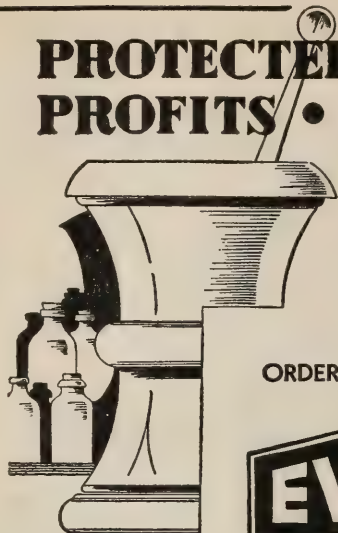
Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

PROTECTED PROFITS • •

For The DRUGGIST



Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

ORDER EVERFRESH FROM YOUR JOBBER



CITRATE OF MAGNESIA

The McCAMBRIDGE & McCAMBRIDGE CO.

12 L STREET, S. E.

--

WASHINGTON, D. C.

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA

ONE IN A SERIES OF "FACTS BEHIND THE GREATEST DRUGGISTS' ACCEPTANCE IN THE U. S."

UNIFORM BOTTLES

Druggists like the professionally uniform bottles in which M M & R Essential Oils and Balsams are packaged because they're handy enough to be kept out in the open.

The special amber glass is scientifically correct to preserve the *extra quality* of M M & R oils.



THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler

MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

16 DESBROSSES ST.



AROMATIC CHEMICALS, ETC., SINCE 1895

NEW YORK, N. Y.

Three Great Buys

DEFENSE BONDS WAR SAVINGS STAMPS and *"Purepac"*

Under separate cover we are mailing all retail Drug Stores full details covering "Purepac" Special Deals for March and April. Please be on the lookout for this material.

For further information, ask our Salesmen. We shall appreciate very much your favoring us with your order.



W. H. King Drug Company
Wholesale Druggists
Raleigh, N. C.

"The House of Friendly and Dependable Service"

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



PAL BLADE COMPANY



Emerson Drug Company

W. H. King Drug Company

Valentine's Meat-Juice Company

THE CHATTANOOGA MEDICINE CO.

Bodeker Drug Company

DRUG PACKAGE

MCCOURT LABEL CABINET CO.

The McCAMBRIDGE & McCAMBRIDGE CO.

MAGNUS, MABEE & REYNARD, INC.

PARKE, DAVIS & COMPANY

Hollingsworth's
UNUSUAL CANDIES

ELI LILLY AND COMPANY

Southern Dairies

Sharp & Dohme
PHILADELPHIA

The American Druggists' Fire Insurance Co.

Coca-Cola

B. C. REMEDY COMPANY

E. R. SQUIBB & SONS

The Seeman Printery, Inc.



THE S. E. MASSENGILL COMPANY
GARLAND C. NORRIS CO.
THE PEABODY DRUG COMPANY

MILES LABORATORIES, INC.,

JUSTICE DRUG COMPANY

CAPUDINE CHEMICAL COMPANY

Owen Drug Company

PARAMOUNT SALES COMPANY

Owens & Minor Drug Co.

STANBACK COMPANY

Dean

RUBBER MFG. CO.
North Kansas City, Mo.



JOURNAL ADVERTISERS MERIT YOUR SUPPORT

April, 1943



MAKER OF MEN

Every pharmacist remembers with fond, nostalgic affection those early days in the drug store where the habits of a lifetime were fashioned. Unromantic and prosaic as they then seemed to be, the daily tasks were filled with the simple virtues that build character and develop sound life perspective. The man who ran the business was generously helpful. He gave of his time and experience, and ever was ready to extend a guiding hand. He was more interested in making a man than in training an apprentice.

Time hasn't changed much in this respect. Pharmacists still take pride in recommending their profession to their inceptors, in emphasizing the importance of adequate education and training. The traditions of the apothecary have not been destroyed. Drugs and medicines are still the chief stock in trade of every successful drug store. Quality of product should be the first consideration. The Lilly Label has helped to build reputation and professional prestige for many deserving pharmacists.

ELI LILLY AND COMPANY • INDIANAPOLIS, INDIANA, U. S. A.


Lilly



WE PAY HIM BUT HE WORKS FOR YOU

Antiseptic Power

WITHOUT STING



Phemerol
Topical
3%



DOCTORS are now being told the story of Phemerol* Topical, the powerfully effective, new type antiseptic which in germicidal activity equals or exceeds that of strong (7%) Tincture of Iodine U.S.P. when tested against staphylococcus aureus and streptococcus (hemolytic)—two common skin contaminants.

PHEMEROL TOPICAL 3% has many advantages in that it does not sting, and its light amber tint can easily be removed from linen by ordinary laundering. These, plus its low surface tension and high bactericidal activity against the most frequent skin contaminants, make PHEMEROL TOPICAL 3% the ideal antiseptic for prophylaxis of minor cuts and abrasions and treatment of superficial skin infections.


A widespread detail and promotion campaign to doctors justifies your stocking against early prescription demand.

PHEMEROL TOPICAL 3% is packed in convenient size bottles with applicators—for physicians' offices and in filling prescriptions. Jot down PHEMEROL TOPICAL 3% (aqueous) in your "want book"—right now. Available in sizes of one ounce with applicator, and one pint.

*Trade-mark Reg. U. S. Pat. Off.

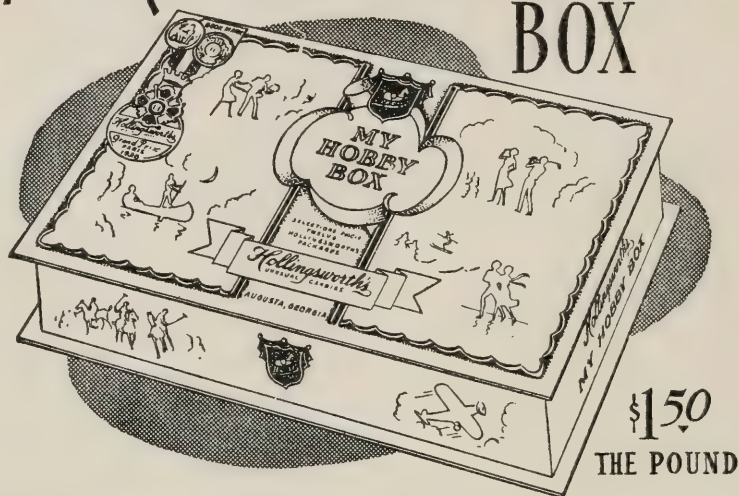
OTHER PHEMEROL PRODUCTS

SOLUTION PHEMEROL 1:1000 (aqueous) and
TINCTURE PHEMEROL 1:500 in 1 oz., 4 oz.,
1 pint and 1 gallon



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

We Recommend.. MY HOBBY BOX



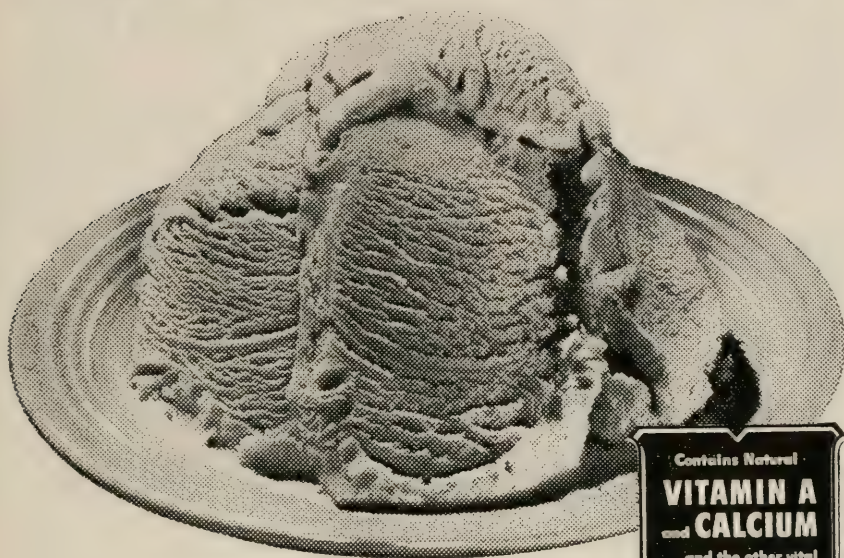
For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Wartime Nutrition



Contains Natural
VITAMIN A
and **CALCIUM**
... and the other vital
elements of fresh milk

When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies

Sealtest

ICE CREAM

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

*Kills like
the devil!*



It's Extra Profitable to Handle

KLINZMOTH

REG. U. S. PAT. OFF.

KLINZMOTH MOTH PREVENTIVES
DO THE JOB • BUILD REPEAT SALES

Note: **SPECIAL
DEAL**

WITH EACH \$25 AND
\$50 ASSORTMENT
PURCHASE YOU RECEIVE
A COMPLETE SUPPLY
OF COUNTER HAND-
BILLS AND CONSUMER
USE FOLDERS FOR YOUR
IMPRINT.

See your Owens &
Minor salesman about
other profitable
KLINZMOTH DEALS!

FOR THE
Good
HOUSEKEEPER.

KLINZMOTH

RELATED SELLING PAYS EXTRA PROFITS!

Every woman can be sold more than one moth
preventive with the Klinzmooth Related Selling
Plan—one purchase establishes the logical
need for another... and there's a Klinzmooth
Product for every preventive purpose.



OWENS & MINOR DRUG CO.

WHOLESALE DRUGGISTS

RICHMOND, VIRGINIA



The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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No. 4

War Service Convention

As previously reported in the JOURNAL, definite decision has been made to hold the Annual Convention of the N. C. P. A. and its Auxiliaries in Greensboro this year. Since the original report appeared, much has been accomplished in the way of pre-convention details.

Immediately after the Executive Committee announced the 1943 Convention, a joint group from the T. M. A., the Greensboro Drug Club and the N. C. P. A. met in Greensboro to discuss preliminary convention plans. In attendance from the T. M. A. were the following representatives, P. A. Hayes and J. M. Cates of Greensboro, J. F. Goodrich of Durham; from the Greensboro Drug Club, R. A. McDuffie and C. H. Bradford of Greensboro; from the N. C. P. A., T. G. Crutchfield of Greensboro and W. J. Smith, Chapel Hill.

The Joint Group selected May 18-19 as the dates of the Convention; recommended that the practice of soliciting merchandise prizes from manufacturers be discontinued this year and suggested that in lieu of this War Stamps and Bonds (to be contributed exclusively by N. C. concerns) be given away as attendance prizes, etc.; tentatively decided to cancel all dances this year using the money that would ordinarily be spent for this purpose to buy additional War Bond prizes; voted to provide special entertainment on both nights of the Convention; recommended that a special luncheon be scheduled for the Women's Auxiliary and, finally, the Joint Group, after a survey of available hotel facilities, approved the O. Henry Hotel as Convention Headquarters.

Later—on March 19th—a representative

group of Greensboro retailers and wholesalers met at which time W. Lee Moose of the Vick Chemical Company was unanimously selected as Local Secretary for the coming Convention. The selection was a wise one in that Mr. Moose is thoroughly familiar with the work and, in addition, his employer has agreed for him to devote as much time to this task as necessary.

The selection of the Local Secretary was followed by a Program Conference in Raleigh, on March 25th, attended by President Paul B. Bissette, Legislative Chairman Phil D. Gattis and Secretary Smith. Decision was made at this time to eliminate all non-essentials from the program; to omit all verbal committee reports (reports to be printed and distributed at meeting) so as to give more time to guest speakers and for a discussion of war-time problems and, finally, a list of prospective speakers was compiled which will be used as a basis for building the 1943 business program.

On Sunday, March 28th, officials of The Traveling Men's Auxiliary of the N. C. P. A. met in Greensboro to discuss their Convention plans. President A. T. Lewallen of Winston-Salem and Secretary-Treasurer J. Floyd Goodrich of Durham were present as well as the following members of the Board of Governors: N. B. Moury of Greensboro, C. H. Smith of Charlotte and J. W. Bennick of Charlotte. Present as guests were: P. A. Hayes, C. H. Bradford, J. M. Cates and W. Lee Moose of Greensboro and W. J. Smith of Chapel Hill.

Mrs. Lois Smith, Secretary to Mr. Goodrich, took stenographic notes of the meeting.

At the conclusion of the meeting President Lewallen announced that the T. M. A. would again sponsor the entertainment program on the concluding night of the Convention, as has been customary in the past, and that definite assurances could be given that this party would be equal to or better than any such program presented by the T. M. A. in recent years. Mention was made of the fact that many pharmacists limit their vacation exclusively to the Convention and for this reason ample provision should be made for their entertainment.

Two special events have already been scheduled—a Bridge-Luncheon for the ladies and a luncheon for the past-presidents of the North Carolina Pharmaceutical Association. The two luncheons, jointly sponsored by Justice Drug Company and Southern Dairies, will be held on Wednesday, May 19th.

A special "Quinine Booth" will be installed on the first floor of the Convention Hotel for the convenience of retailers who desire to contribute their surplus quinine and cinchona alkaloids to the National Quinine Pool in this manner. Each contributor will receive in exchange for each ounce of quinine (or fraction thereof) one ticket which will entitle the holder to participate in a prize drawing of a \$100.00 War Bond contributed by Justice Drug Company, Greensboro. Briefly, then, if you bring two ounces of the drug to the Convention for shipment to the National Quinine Pool, you will receive two chances at the War Bond; if you contribute $2\frac{1}{4}$ ounces, you receive three tickets and so on.

Prior to the Convention, tickets will be mailed to all firms previously reported as having turned over their supplies of quinine to the National Quinine Pool, either directly or through the N. C. P. A. According to the latest report from Washington, 133 separate packages had been received from North Carolina.

As we go to press, Local Secretary W. Lee Moose announces that his list of Convention Committees has been completed and that final Convention details will be worked out within the next several weeks. Hotel rates, bus schedules, etc., will be announced at the earliest possible date.

Deferment Appeals System Is Revised

The Selective Service System recently authorized men claiming occupational deferments to appeal to boards in the area where they work rather than where they are registered.

At present, no matter how much a man may move, even across state lines, he remains in the jurisdiction of the local and appeal boards of the area where he first registered.

Under the new system, a man refused an occupational deferment by his local board may appeal to his work-area board, regardless of how distant that may be from where he registered originally.

\$300 "Rabbit"

Disregarding game laws, the Greensboro police recently declared open season on rabbits—well, one particular rabbit—and placed a value of \$300 on the object of their hunt.

The officers were joined in their hunt by pharmacist M. C. McNeely of McNeely's Drug Store, Greensboro.

Mr. McNeely said he hired a young negro, known only as "Charlie" or "Rabbit," on February 21st to go to work the following day. On Monday, February 22nd, Rabbit was sent to deposit \$300 in postal savings.

But what worried Mr. McNeely—and the police—was the fact that Rabbit failed to deposit the money or return to his job. He hasn't been seen since.

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Drug Store with new fixtures and clean stock. Located in one of the best small towns in North Carolina. Must sell to settle an estate. Exceptionally profitable to owners. Write

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Liberty, N. C.

Number of Pharmacists and Drug Stores Steadily Decreasing

A recent survey in this State of the number of pharmacists and drug stores indicates that the war is affecting this field rather acutely.

The number of drug stores is down to 757, a loss of nearly one hundred over the past several years. In addition to the 757 stores operated by licensed pharmacists, there are now 63 Physician Permit Stores in operation throughout the State.

According to the survey 909 pharmacists are working full time in the 757 stores mentioned above or 1.2 pharmacists per store. This figure is substantially below the national average of 1.8 pharmacists per store.

In addition to the 909 pharmacists available for full time duty, there are 105 licensed pharmacists remaining in civilian life in this State but who are in other fields, primarily as representatives of pharmaceutical houses.

The sum total of the pharmacists mentioned above, plus more than 100 now in service, plus out-of-state registrants, plus those retired and lost by death (16 in the last eight months) gives the grand total of 1,195 pharmacists as announced by Secretary-Treasurer F. W. Hancock in his last report. The latter figure—1,195—should be adjusted to take into account those pharmacists added to the rolls since Mr. Hancock's Report was published, the total being 22, which, added to 1,195 gives us a grand total of 1,217 pharmacists.

Briefly, then, out of 1,217 pharmacists more than 300, or one-fourth of the entire group, are not at present working in the drug stores of this State.

Taking the above figures and the 1940 U. S. census of North Carolina as a basis for our ratios, there is an average of 4,718 customers per registered store with one or more pharmacists. The ratio of licensed pharmacist (available for full time work in retail drug store) to population is one pharmacist to every 3,929 citizens. In both cases

cited above, the North Carolina figures are about double the national average.

"Pharmacy in the Navy" Features Student Branch Meeting

Reported by B. D. KERR

A meeting of the Students' Branch of the N. C. P. A. was held in Chapel Hill, Wednesday night, March 24th, at 7:30 P.M. Present as guest speakers were Chief Pharmacist Mate Lynch and Second Class Pharmacist Mates Baker, Williams and Mansville of the North Carolina Pre-Flight School.

One of the best programs of the year was enjoyed by those in attendance and a thorough discussion was held on the general topic of "Pharmacy in the Navy." A general conclusion was that the so-called Pharmacists Mates of the Navy are misnamed in that the duties which they must perform are largely non-pharmaceutical.

Also, on the evening's program was a Rho Chi tapping in which three new members were tapped, namely, Ed. Beddingfield of Clayton, Anthony Johnston of Littleton and Aubrey Richardson of Cerro Gordo.

Admiral

Steve Frontis, popular Lilly Representative in the Greensboro area before he was inducted into service as Pharmacist Mate, second class, several months ago, is reported to have written a friend as follows: "I am now Admiral of the third deck in charge of all vessels."

For Sale

Complete prescription stock for sale. Can be seen at Arcadia Drug Company, Winston-Salem, by contacting W. F. Stonestreet, next door. From \$300 to \$400 at wholesale cost. Will accept reasonable bid, buyer to move stock.

An Open Letter to General Ulio

Dean J. G. Beard of the U. N. C. School of Pharmacy discusses Selective Service as it applies to pharmacy students; cites danger of Army's "Ninety Day" pharmacy course; forcefully outlines importance of civilian pharmaceutical personnel during wartime.

Major General J. A. Ulio,
The Adjutant General,
Washington, D. C.

Refer to AG 353

My dear General Ulio:

I have been permitted to see identical letters you wrote to Governor Broughton of this State (March 17) and to Dean House of this University (March 18) sent in reply to their messages to Secretary Stimson urging that adequate provision be made for deferring students of Pharmacy. Your answer, Sir, is interesting and to me it is challenging. It is also refreshing because ordinarily stock replies are sent that mean nothing to anybody. May I be permitted to answer two parts of your letter that challenged me?

Among other things you write that "No provision has been made for the inclusion of Pharmacy for the reason that the training facilities of the Medical Department are sufficient to meet the need of the Army at this time." The word "sufficient" means ninety days actually. And in this ninety days other subject matter than Pharmacy is put into the schedule of study. If a raw recruit can safely be made into a pharmacist in this length of time there must be some wizardry in the training methods used. Would you, Sir, be willing for a product of this process to fill a prescription for your mother, wife, or child? And if the frank answer is No, is it quite fair for boys in the service to be forced to swallow material mixed for them by one of these trainees? He and his sort deserve different better treatment from those in authority in whose hands their destiny lies. In so far as can be determined the Army training program was set up without consulting any recognized education authority in Pharmacy. Advice was not secured from those seemingly in a good position to know what material should be embraced in a sound schedule and how it should be presented both effectively and with some speed. Such an authority could have abbreviated the standard four-year course of study without sacrificing the heart of its values.

I am pleased by your statement that "some thought should be given to a profession which deals with public health." (Presumably you are referring to civilian practice as opposed to military service.) You suggest that a careful study be made "in connection with the medical profession," by persons familiar with the matter to determine the scope of the problem and whether there is public necessity for taking some special measures in advance of demobilization to deal with the matter.

Many studies have been made by the American Association of Colleges of Pharmacy, but these have been concerned with the content of curricula, not with the problem of manpower shortage. It is this shortage that is of current vital importance. Frankly we did not anticipate that no provision would be made for the deferment of a reasonable number of students of Pharmacy needed as replacements. I am not certain of the meaning of the clause "in connection with the medical profession" unless it is that the study should be under the sponsorship or have the co-operation of some medical body. While believing that our own group is capable of making an independent objective study and believing also that physicians have sufficient problems of their own to keep them wholly occupied we would, I am certain, welcome any help designed to maintain a safe balance of properly trained prescription pharmacists both now and during the radical readjustment that will follow demobilization. No escape can be made, however, from this fundamental fact: There is rapidly developing a serious shortage of students in our field. This fact can be proved to have started before War began and to have been aggravated greatly since the Manpower Commission denied our petition to allow a reasonable percentage of our better students to remain in training. I understand that this decision resulted in great part because the War Department opposed it strongly. This opposition can be under-

stood if we grant your premise that you can train so-called pharmacists in ninety days and that your training facilities are "sufficient."

Seemingly a distinction then must be drawn between **civilian** pharmacy and **military** pharmacy. The first involves the procurement, refinement, standardization and dispensing of a rather wide variety of drugs; the second appears to be concerned only with the simple operation of getting a small number of formulas from a bottle or can into an individual container by persons with just enough technical information (not knowledge) to function mechanically but who are unable to distinguish (if labels are mixed) between a white **harmless** and a white **poisonous** powder. "A little knowledge is a dangerous thing." Such a practice is not pharmaceutical. If the practice of Army medicine or dentistry or nursing were on a comparable basis the enemy nations would be delighted. But happily this is not true since only **licensed** persons in these fields of health protection control the organization and machinery of practice in their fields of military specialty. These practitioners have proven their competence before civilian examining boards, whereas the sort of "pharmacists" your system turns out could not pass any sort of state board; they would not be tolerated in civilian life. I hold that a soldier's health safety is just as sacred as any civilian's and that he deserves better drug service than he is getting. Therefore, I have the audacity to question the wisdom of such procedure, and wish I had the authority to highlight the dangers, the unsoundness, and the outmoded quality of the methods used.

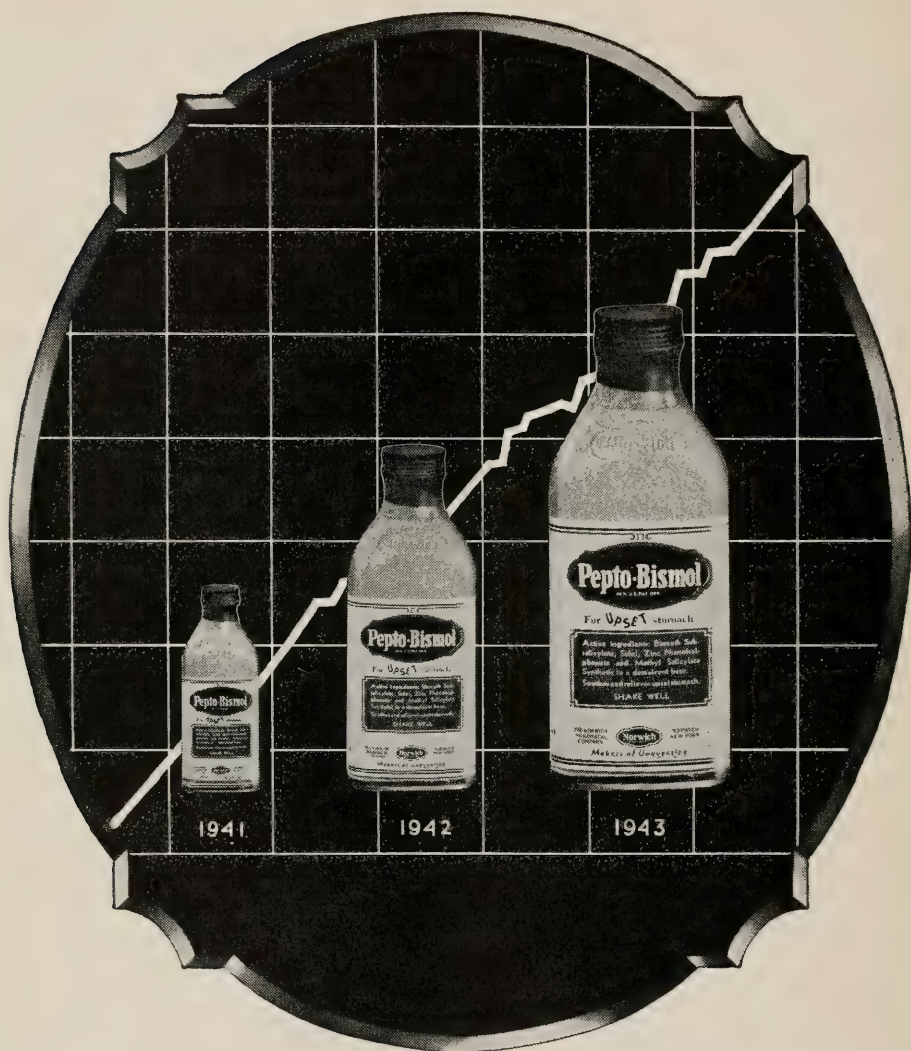
Schools of pharmacy have been preparing graduates for civilian practice. Every state in the nation demands by law that to be eligible for license to practice pharmacy a person must be a graduate of a standard college of pharmacy, must have had one year of practical apprenticeship, and must pass examination of state boards of pharmacy. A college course normally is one of four years duration. This entire preparatory process takes almost five years. Under emergency conditions such schedules could in part be abbreviated and in part accelerated by college operation twelve months a year. But we can do nothing if we have no students to teach. Logically you will say that we should turn increasingly to women and to men in Class IV-F as substitutes for departed men students. Actually, however, we find in the first instance that we cannot compete with WAAC's, WAVE's and SPAR's, with their attractive uniforms, liberal salaries, and with their dramatic, patriotic appeal to immediate War service. We also find that most men in IV-F young enough to undertake a new career are not physically able to meet the rigorous endurance requirements that retail pharmacy requires. And this brings us back to the impasse that faces us.

Occupational Bulletin No. 44, effective since Dec. 23, 1942, makes defensible **licensed** pharmacists actually engaged as such. This is predicated upon (1) a shortage of workers and (2) conviction that they are essential workers. The fact that they are licensed means that they have been well trained. Occupational Bulletin No. 11 makes defensible until July of this year students of pharmacy who have reached their junior or senior years. No provision, however, is made for freshmen or sophomores, nor is provision made for any class of pharmacy students after July of this year. Ergo, schools of pharmacy will shortly face extermination for the duration. It is easy to stop educational processes but impossible for them to begin turning out finished products when the green light flashes. My fear is not over the fate of teachers but about the growing shortage of needed replacements in a public health field. Wisdom and public health service dictate that such replacements be kept flowing **before**, not after, tragic results occur from their lack. Even if the War Department is sufficient unto itself about Army "pharmacists," it might withdraw its opposition to deferment of students in training to meet these stringent requirements for civilian pharmacists. While the home front is less vital than the fighting front it too has minimum needs. And reasonably adequate drug service is one such need. As more and more physicians leave the home front, thoroughly educated pharmacists are needed in greater degree for certain services normally limited to physicians. This statement will have double force in the event of a serious epidemic.

I have had the temerity to make the foregoing statements because you appear to have a broad interest in the subject. I am satisfied you are too big a man to become angered by honest observations that I assure you, Sir, grew out of conscientious convictions based upon thirty-five years of experience as a teacher.

Respectfully yours,

(Signed) J. G. BEARD, Dean,
School of Pharmacy.



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*Reg. U. S. Pat. Off.

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*The Venereal Disease Education Institute**

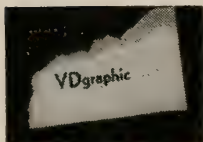
By CAPUS WAYNICK, *Director*

The Venereal Disease Education Institute
North Carolina State Board of Health
Raleigh, North Carolina

Entry of the United States in the present world war emphasized the importance of another war in which our country is engaged. With varying fortunes, a war against the venereal diseases has been underway since about the time the first world war ended. When the new war came upon us, with its call for all the workers and fighters the nation could marshal, missing military divisions and lost man-hours in industry chargeable to venereal infections revealed the importance of the struggle against syphilis and gonorrhea.

Our country is not the only one to realize that these diseases are allies of the military forces leagued against us. General Giraud, now in command of the French in North Africa, gives venereal infection as a reason for France's collapse. Giraud writes: "In a race formerly solid, rustie, tough against fatigue, but where alcohol and syphilis had opened suppurating wounds, the skeleton shrunk, the tissues became lax, the resistance disappeared." That's a Frenchman's estimate of France.

On the other side of Europe, Germany found unexpected resistance. Russia put up a stubborn, heroic fight. Russia proved to be "tough against fatigue," Russian tissue was not lax. That immense country, where venereal infection once was general, has been winning the war against syphilis and gonorrhea. Quentin Reynolds recently wrote that there is practically no "venereal disease in the Russian Army." Since the revolution, the Soviet has given free treatment for all infected and, what is more important, Russia

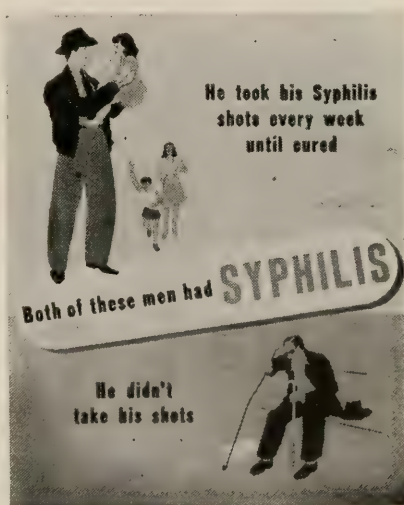


The Mark of the Venereal Disease Education Institute.

has been teaching sex hygiene throughout her school system beginning in nursery school and kindergarten.

As early as 1937, Dr. Thomas Parran, now surgeon-general of the United States, after a European tour, wrote that Russia had practically wiped out commercial prostitution and was gaining ground rapidly in control of the venereal diseases.

Giraud does not say that syphilis caused the fall of France, but he lists it as one of the chief causes of French failure. The venereal infections are among the great handicaps of the United States as we defend ourselves now. Wherefore victory over these diseases may appear in long retrospect more important than the outcome of any military struggle. Tyrants must be opposed and put



Clinics Are Using This Poster from Maine to California.

* Reprinted from *The Health Bulletin*.



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Small s/1078	.80	.82
4-1/8 oz. s/21.....		1.69	1.79	1.88
10 oz. s/39		3.15	3.33	3.50

Baby Gift Boxes

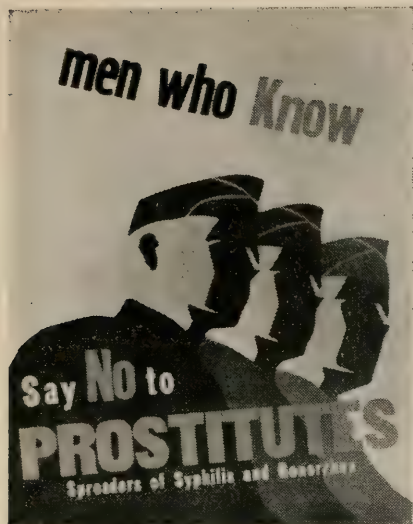
	12 doz.	6 doz.	doz.
Requisite	2.88	3.04	3.20
Gift Box	6.90	7.28	7.66
De Luxe	13.14	13.87	14.60



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down as they rise but a people mentally and physically healthy cannot be kept long in bondage. On the other hand, there is no enduring freedom for the unhealthy.

We have kept our heads buried in the sand. For many years the very names of the venereal diseases were banned by press and radio. So complete was the taboo that few Americans knew that syphilis probably is killing more people than any other disease. At least 100,000 Americans die of syphilis every year. The official reports list some 40,000 of these deaths as "heart failures" and few of them are recorded as syphilitic deaths. But doctors estimate the syphilis death rate and specialists say the 100,000 yearly is a conservative figure.

Never in our most reckless year have we killed half that many in automobile accidents. No one year of any war in which we have engaged has required half that many lives.

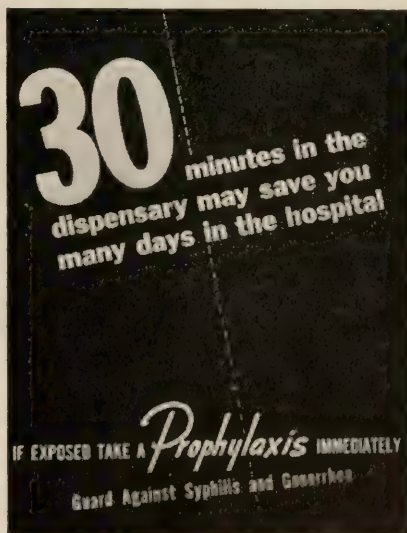
Probably at least 6,500,000 Americans have syphilis and doctors say that 60 out of every 100 men catch gonorrhea at some time in their lives. Both diseases are epidemic in North Carolina. Both diseases are preventable; both are curable. Both are caused by germs of which the human being is the sole carrier. Once the infections in man are cured, these great plagues will disappear.

Syphilis kills many and maims many others. Large numbers of the insane, the lame and the blind are victims of the infection. Each year 25,000 American babies die of the disease before they are born and 60,000 others are born with the infection. Gonorrhea accounts for many serious operations on women and for a great percentage of the cases of sterility in both men and women. Both diseases cripple when they do not kill.

For 30 years doctors have had a cure for syphilis. If the infected would take the cure, the country could be freed of this disabling disease. Not until the last several years has there been a specific cure for gonorrhea. The experimentation in the Sulfa drugs has developed a cure. Sulfathiazole is effective in most cases of this infection.

Some progress in control has been made in this country. Most of the States have laws requiring the treatment of all identified cases of venereal infection until they are cured. We have that law in our State. All the States are maintaining, with Federal aid, free clinics for those who have the diseases and cannot pay for private medical care.

In North Carolina 306 clinics are open. The State Health Officer, Dr. Carl V. Rey-



For Bulletin Boards of the Armed Forces.



The Cover of the New VD Education Pamphlet.

nolds, was a pioneer in advocating the present kind of drive against these diseases. He enlisted the interest of the trustees of the Zachary Smith Reynolds Foundation in the program and this State receives a large financial contribution each year from the Foundation for the furtherance of the fight. This is in addition to the State's participation in the Federal funds.

Doctors know the truth about syphilis and gonorrhea but others do not. The medical men who are in the thick of this fight feel the need for more general popular education in the subject. They know that these diseases cannot be controlled until the people understand them; and they are confident that they can be wiped out by scientific treatment when the people do know the truth about them.

The need of lay help in public education about these diseases has been recognized generally by the specialists. The Venereal Disease Education Institute, set up in North Carolina under the State Board of Health, and supported by the United States Public

Health Service and the Zachary Smith Reynolds Foundation, is charged with the duty to help in this education.

The Institute has a staff of artists, writers and other specialists and is set up to originate educational materials and techniques and to demonstrate their effectiveness. Through demonstration and evaluation of these materials and methods, the Institute is expected to be helpful in venereal disease education not only in the State but throughout the country.

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*Quickly
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**See your DOCTOR
 or Health Officer**
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He took his Syphilis
 shots every week
 until cured

Both of these men had **SYPHILIS**



He didn't
 take his shots

**America needs
 strong men
 and women**

You can help...
 by guarding against
Syphilis-Gonorrhea
 NORTH CAROLINA
 STATE BOARD OF HEALTH

Keep Your Service
 Record From Reading
**"Wounded by Syphilis
 and Gonorrhea"**

if exposed
Take a Prophylaxis promptly

These four Venereal Disease Education Institute posters, designed for the VD education demonstration being made by the State Board of Health in North Carolina, will be used also throughout the nation. The four uses: clinic caseholding; washrooms; armed forces; the public.



Private (Pharmacist—Ex-Mayor) Oliver R. Black of Bessemer City who recently enlisted in the U. S. Army. He is stationed in the Pharmacy Department, Oliver General Hospital, Augusta, Georgia.

Bessemer Mayor Quits and Enters the Army

Oliver R. Black Closes Shop and Goes Into Army as Just Plain Buck Private at Bragg

By TOM REVELLE

(Charlotte News Staff Writer)

The Mayor of Bessemer City has resigned his post there, closed his business and joined the Army as a buck private.

This was revealed here recently when Oliver R. Black, pharmacist and chemist and mayor of Bessemer City, was inducted, and boarded a bus for Fort Bragg. The induction took place at the District Army Recruiting Station.

Mr. Black—just now Private Black—is 55 years old, a veteran of World War I, and was until a short while ago president and founder of the Orb Laboratories of Bessemer City, a going, active concern manufacturing drug preparations, cleaning compounds and rust proof solutions.

Came the war and the rationing of certain chemicals, the Orb Laboratories found going tough at once—then some of its needed chemicals were frozen under orders of WPB, and it suspended for the duration.

Then Mayor Black began to think of the days back in 1917, '18 and '19. He was a sergeant in a medical detachment in those days and served as a pharmacist. He followed the Army through France and into Germany, being stationed at Coblenz with the Army of Occupation.

"I though my experience as a chemist and pharmacist, and the fact that I had had Army service would be of value to the Army now, so I enlisted," said former Mayor Black—"and here I am," he added with a smile as he fingered his bus ticket providing transportation to Fort Bragg.

Mrs. Black will continue to reside in Bessemer City. Private Black's successor as mayor of the Gaston County town has not been filled yet.

Friend (visiting hospital patient): "Do you know, old man, that's a swell looking nurse you've got."

Patient: "I hadn't noticed."

Friend: "Good Lord! I had no idea you were that sick."



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For every \$15 and \$25 assortment purchase of Purepac Vitamins you receive from \$3 to \$6 worth of free goods, plus a beautiful vitamin display for your front counter or window.

The critical shortage of tubes merits special attention on Purepac's tubed ointment deals. Purepac offers you the chance to stock up with ointments and obtain free goods on three, six or nine dozen assortments.

Special free goods, amounting to 10%, are offered on \$10 and \$25 assortments of any dry, in any size or quantity. Many other attractive buys on Specialties and Toiletries, along with several on Lubinol Extra Heavy Mineral Oil and Purepac Milk of Magnesia, are featured on a big deal basis with full color package displays furnished FREE.

In many respects, it is definitely to your advantage to give serious consideration to Purepac's current offerings. Just tear out the coupon below and mail to us today for complete literature, outlining these deals.

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North Carolina Service Wholesaler

FREE

Your chance
to restock
at extra
low cost
CLIP AND MAIL TODAY

Justice Drug Company
342 South Davie Street
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Gentlemen:

Please mail us literature on Purepac's March-April FREE GOODS Deals, or else have one of your representatives call on us as soon as possible.

Drug Store.....

Street Address.....

City.....State.....

Report of National Quinine Pool

February 1 to March 15, 1943

By DR. E. F. KELLY, *Secretary*,
American Pharmaceutical Association

This report covers the shipments which have been opened and checked to date. Several thousand packages are on hand which have not been opened, as it has been impossible to handle them as fast as received. Large contributions from state and other organizations collected through a central source probably do not appear in this report, as they have not been opened.

Donors to the Pool who have not received the V-Certificate acknowledging their contribution are requested not to write in to the Pool at present. These will probably receive their certificate within a reasonable length of time. We do not wish to overlook any person making a contribution, and at a later date anyone failing to receive this acknowledgment will be requested to inform the Quinine Pool.

The regular force taking care of the Quinine Pool consists of 18 persons, including 6 men from the Navy Hospital Corps and 6 men from the Army Medical Department. In addition, members of the staff of the American Pharmaceutical Association are supervising and assisting in the work. Four rooms in the American Institute of Pharmacy are being used.

Total number of ounces received
in packages opened..... 37,821

Total number of packages opened..... 5,797

Average amount of Cinchona
derivatives per package..... 6.52 ounces

The following amounts are ready for shipment to manufacturers for reprocessing before being turned over to the quinine stock pile of the Government:

Quinine Sulfate—	
Powdered	4 Barrels
Capsules	4
Pills	1
Tablets	1/4
Quinine Hydrochloride	2
Quinine Salicylate	2
Quinine Bisulfate	1
Quinine Hydrobromide	1
Quinine Alkaloid	1
Quinidine Sulfate	1

Cinchonidine Sulfate 1

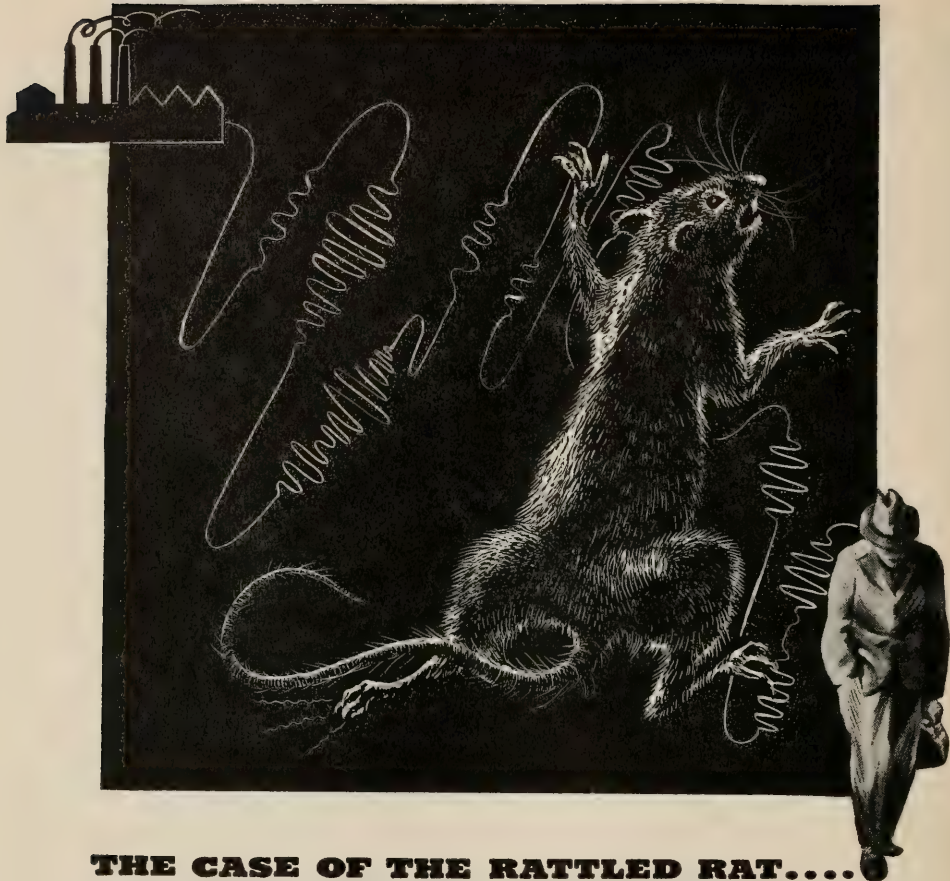
Total.....18 1/4

A very substantial amount of quinine in original unopened packages and thousands of capsules, tablets and pills of quinine in original packages are on hand to be turned over direct to the quinine stock pile for immediate use.

Quantities of all the cinchona alkaloids and almost every conceivable salt of the alkaloids have been received. Many of the containers are quite old and very interesting from an historical standpoint. Among the packages received are original containers of quinine salts manufactured in Germany, Japan, Switzerland, Italy, Java, France and England, as well as from all the manufacturers of quinine in the United States, from early days up to the present. The quantities in the packages have run from a few grains up to several hundred ounces.

Donations have been received from hospitals, manufacturing plants, wholesale houses, grocers, state and Federal institutions and departments, public health departments, colleges of pharmacy, chemical companies, chemists, doctors and private individuals, as well as from pharmacists. The large percentage of the donations is coming from pharmacists, and the profession should be proud of the contribution it is making to the war effort.

The various state and local pharmaceutical organizations have been doing a wonderful job in the collection of quinine. Space does not permit mentioning the work of all the separate organizations but we wish to give an idea of what they are doing. The Jersey City Pharmaceutical Association, Jersey City, N. J., and the pharmacists of New Bedford, Mass., report 100% collection in their cities. The Jersey City group enlisted the help of the city commissioners and the Police Department. Some local associations have had a "Quinine Night." In North Carolina a quota has been set up of half a million five-grain doses of quinine as its share in the program. Through February 20, the North Carolina Pharmaceutical Association had collected and sent in the equivalent of 15,969 five-grain doses of this important medicine.



THE CASE OF THE RATTLED RAT....

● Recent experiments¹ have shown that convulsive seizures frequently occur in rats following brief exposure to a high-pitched note, and such reactions can be greatly reduced by the administration of Vitamin B-complex.

The implications of these findings are of clinical interest. It has not yet been determined whether individuals exposed to noise require more than ordinary amounts of the Vitamin B-complex, but it is known that men maintained on vitamin-deficient diets become easily fatigued and suffer from lassitude and loss of interest in work.²

Moreover, deficiencies of the Vitamin B-complex constitute the most serious aspect of current, widespread malnutrition.

Since food habits are difficult to change, the supplementary administration of essential B vitamins appears to offer the most practical course in prophylaxis or treatment of Vitamin B-complex deficiency . . . *Elixir 'B-G-Phos'* is designed for this purpose and provides all the essential elements of the Vitamin B-complex with glycerophosphates as well. Sharp & Dohme, Philadelphia, Pa.

1. J. Comparative Psychology, 31:1, 1941

2. American J. Public Health, 32:523, May, 1942

ELIXIR 'B-G-PHOS'

Thirty-one Students Placed on "Dean's Honor Roll"

The following is an alphabetical list of the students in the School of Pharmacy at the University of North Carolina whose grades for the Winter Quarter were sufficiently high to justify special mention. If an asterisk precedes a name it is to indicate the student also made the University Honor Roll—average grade of 92½ or better on all subjects.

Allen, H. H., Cherryville
Beavens, S. C., Enfield
*Beddingfield, E. T., Clayton
*Bissette, Paul B., Jr., Wilson
*Borders, M. L., Shelby
*Bullard, Miss D. P., Roseboro
Burnett, J. P., Jr., Whitakers
Collier, Miss H. B., Asheville
*Corey, J. H., Jr., Greenville
Hardy, R. W., Everetts
*Herring, R. M., Clinton
Hood, Miss M. M., Kinston
Hunt, Miss N. T., Oxford
*Johnston, C. A., Littleton
*Jowdy, A. W., New Bern

Kennedy, Miss L. L., Kerr
*Kerr, B. D., Mooresville
Langston, D. O., Franklinton
Morton, W. A., Wilmington
Pickard, J. F., Greensboro
*Richardson, A. D., Cerro Gordo
Rose, W. P., Chapel Hill
Scharff, R. C., Asheville
*Sessoms, S. M., Roseboro
*Shields, C. L., Murphy
Shook, Eulan, Hickory
Simmons, W. A., Winston-Salem
*Taylor, W. W., Durham
Tart, P. E., Dunn
*Williams, Miss L. L., Danville, Va.
*Wyche, G. V., Weldon

It is interesting to note that 14 of the students made the University Honor Roll. Roughly speaking, this is approximately 14% of the total enrollment in the Pharmacy School and is double the percentage of students making the Honor Roll from the General College.

Since the pharmacy curriculum is certainly not less difficult than the average course of study offered by the General College, we like to think that the exceptional scholastic record made by the students results from (1) superior instructional and guidance work on the part of Dean Beard and his teaching staff and (2) a more thoroughly educated "raw" product with which to work than has hitherto been the case with entering students.



A NEW PRODUCT... For New Profits

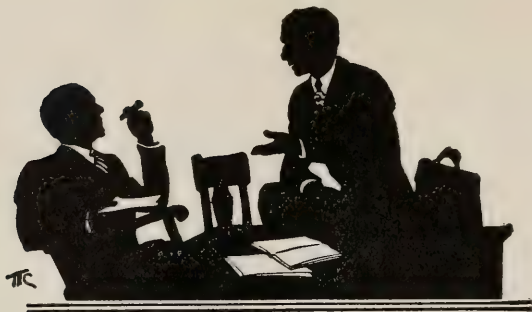
EVERCOL

ISOPROPYL ALCOHOL RUBBING COMPOUND

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA



Such Profits
are
EASY TO TAKE

EASY TO GET, TOO, are the extra profits from sales of prophylactics with the notable health feature . . .

DEAN'S
Peacock
RESERVOIR END
Prophylactics

Drug business executives, with keen vision, quickly **spot** the net results from pushing Dean's prophylactics.

Why not check up—if you haven't already—and note those "Easy-to-Get-and-Take" profits?

★

All Dean PROPHYLACTICS are
Sold Through Drug Stores ONLY.

★

Dean **RUBBER MFG. CO**
North Kansas City, Mo.

Dean
Headquarters in
Your District
Paramount Sales
Co.
P. O. Box 477
Knoxville, Tenn.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Thad Lewallen Buys New Home for Goody's

A. Thad Lewallen, President of Goody's and head of the Traveling Men's Auxiliary of the N. C. P. A., purchased the Fletcher Brothers Building, located at 436-440 South Liberty Street, Winston-Salem, early this year and is already operating in his "new home."

The building has 31,200 square feet of floor space which provides ample housing facilities for this rapidly expanding firm.

Miss Gurley Weds Lt. Staton

Miss Whitmel Branton Gurley, daughter of Mr. and Mrs. W. B. Gurley of Windsor, was married to Lt. Robert Harold Staton on March 10th. The marriage took place

in the St. Thomas Episcopal Church, Windsor.

The young bride attended Randolph-Macon Woman's College at Lynchburg, Va., and received her B.M. degree from Greensboro College in Greensboro. For the past two years she has taught music in the Bethel schools.

Lt. Staton attended Georgia Military Academy and was graduated from the University of N. C. Before entering the Army he was cashier of the Dickinson Avenue Branch of the Guaranty Bank and Trust Company in Greenville. He is now an officer of the Air Corps of the U. S. Army and is stationed at Topeka, Kansas.

Immediately after the wedding Lt. and Mrs. Staton left for his station at Topeka.

Fair Trade Contributors

Additional contributions to the Fair Trade Bureau have been made since publication of the list of contributors in the March issue of the Journal. Donations were received from the following firms during March:

City	Drug Store	Contributor
Charlotte.....	Merriman's Pharmacy.....	W. D. Merriman
Concord.....	Airheart Drug Store.....	C. M. Brooks
Hickory.....	Hickory Drug Co. (2nd Donation).....	P. J. Suttlemyre
High Point.....	Anderson Drug Store.....	E. R. Anderson
New Bern.....	Tony's Drug Store.....	Tony Libbus
Raleigh.....	Jordan's Drug Store.....	D. L. Jordan
	Jordan Product Co.....	D. L. Jordan

In the event you desire to contribute to this Fund, use the handy contribution slip below. All contributions are used solely for the promotion of Fair Trade activities in North Carolina.

CLIP AND MAIL TODAY

Fair Trade Bureau
c/o N. C. Pharmaceutical Assn.
Drawer 151
Chapel Hill, N. C.

Gentlemen:

BECAUSE I am a firm believer in the retention of the principles of American democracy;

BECAUSE I heartily disapprove of the unfair practice of selling below cost;

BECAUSE I am in favor of the principle of the North Carolina Fair Trade Act and the Tydings-Miller Enabling Act.

THEREFORE, I am herewith contributing \$..... to the N. C. Fair Trade Bureau in order to properly finance the necessary activities of this Bureau for the current year.

.....
Drug Store	City
.....
Contributor	Date

We Tell 'em — You Sell 'em



**Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day**

HEADACHES-NEURALGIA Eased Quickly with "BC"

Agonizing headaches and annoying neuralgic pains usually yield to the quick relief of

hurry to the ingredients in "BC" is for the relief

of muscular aches and functional periodic pains. Acts as a sedative in simple nervousness. 10c & 25c sizes. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

Groome's Greensboro Gossip

MRS. DEWEY E. GROOME, *Reporter*

February 16th we lost one of our most faithful members—George W. Neister. George will be pleasantly remembered as Sales Manager of Justice Drug Company, having been there since 1923. He came to us from Lynchburg, Virginia. He was past counselor of the local United Commercial Travelers, past great ruler of the local Order of Bagmen and affiliate of U. C. T., and a member of the Greensboro Elks Lodge. Mr. Neister was ill only a few days before his death which was caused by pneumonia and a heart condition.

To say we will miss George is only a mild statement—his friendly attitude and his ever-ready willingness to help always is something we shall never forget. George was a real friend to all that knew him. His burial took place in Lynchburg, Virginia, February 17th.

Saturday at 12:30 midnight, March 6th, we lost another of our valuable members—Mr. Maurice C. McNeely. Mr. McNeely had been ill only five days with influenza and pneumonia which was followed by a heart attack.

Mr. McNeely came to us from Gastonia in 1927 and entered into the drug business in Greensboro, operating McNeely's Drug Store, 718 W. Market Street. He was a member of the Greensboro Druggists Club and of the North Carolina Pharmaceutical Association and was active in each of these groups as well as all civic matters.

Mr. "Mac" as we better know him, will be greatly missed—as someone has said, "the end of the hill on W. Market Street won't seem the same without Mr. 'Mac.'" It was further said that he had always been a special friend to the Greensboro College girls—cheering those who were homesick—and always ready to offer his assistance to those needing his services in any way. We have lost another valuable member and friend.

Our friend Mr. Joe T. Usher (Asheboro Street Pharmacy) was so seriously ill during

February. We are so proud to tell you that he is up and out again and we hope he will soon be able to be back at his post feeling as good as new. He made a splendid "come-back" and we are proud of him!

Mrs. J. T. Usher (Asheboro St. Pharmacy) was on the sick list during the first part of February. So glad she is well again.

We certainly didn't expect our friend "Bill" Sellars to let old man "Flu" get the best of him . . . well, sometimes the unexpected happens. Bill had to go home and stay in for a couple of days. With a good nurse like Margaret—he just had to make it snappy and get going again. So glad he is listed among those able to be up and going again.

We hear that Lt. Sam McFalls has been transferred to Miami Beach, Fla. Luck to you, Sam; we hope you will enjoy your new set-up.

We were happy to have home for a few days, friend C. C. Fordham, Jr. Lt. Fordham was here only a few days and went to Pensacola, Fla., where he is now stationed. Frances (Mrs. C. C.), will spend a few weeks in Florida with him. During the absence of Frances, her sister, Mrs. J. E. Terrell, of Richmond, Va., is here keeping house and the boys.

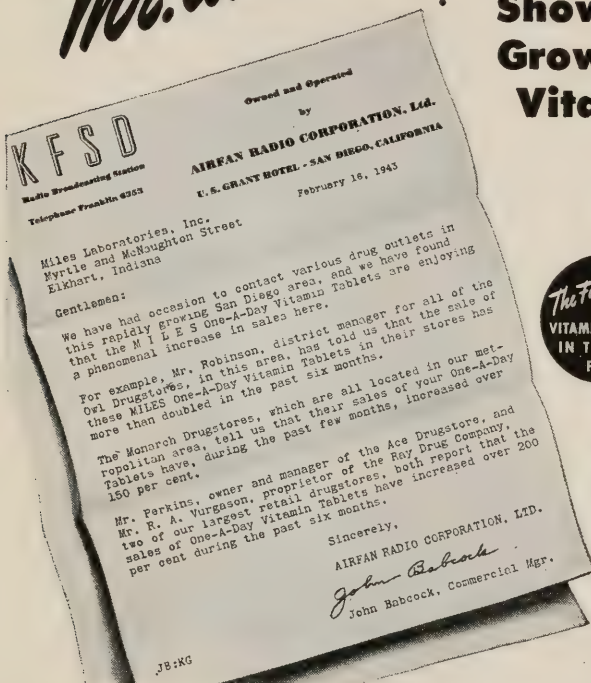
In conversation with C. H. Bradford (Elam Drug) he tells us he is very fortunate in having a most capable druggist, who came to him as of March 1st, Mr. Geo. L. Oxner, a brother of Mrs. Bradford. Mr. Oxner came to Greensboro from Columbia, S. C. We know he will be happy with the Bradford's—and we hope he is going to enjoy living in our city.

So far we have heard very little about the state convention which was scheduled for Greensboro this year. It is our understanding that the executive committees of the N. C. Pharmaceutical Association, the T. M. A., and the local Drug Club will have a meeting Sunday, March 14th, to determine the possibilities. . . . We will keep our fingers crossed for good news.

"Thanks Mr. and Mrs. San Diego"

...and Our Records
Show This Wonderful
Growth in One-a-Day
Vitamin Sales

Everywhere



*The Fastest
Selling*
**VITAMIN TABLETS
IN THE DRUG
FIELD**



Yes, it's the same all over the country! More and more druggists are feeling the big upsurge in sales of ONE-A-DAY (brand) Vitamin Tablets. Old customers are repeating—Sales to new users are increasing by leaps and bounds



NEW WINDOW DISPLAY AVAILABLE APRIL 1st

There Are Reasons—Several Reasons! In the first place, ONE-A-DAY Tablets are exceptional products... built upon a practical idea that makes vitamin taking easy, convenient, economical. Millions feel the need for vitamins and ONE-A-DAY has put Vitamins within reach of nearly everybody. Then, too, for the past several weeks

ONE-A-DAY Radio Advertising Time has been steadily increased. Today more stations devote more commercial time to telling customers about ONE-A-DAY Tablets than at any time in the past. Today THE NATIONAL BARN

DANCE, ALKA-SELTZER NEWS OF THE WORLD, LUM 'N ABNER and QUIZ KIDS, tell more new millions about ONE-A-DAY Tablets. In addition, ONE-A-DAY advertising is carried in 7 Leading National Magazines, having a combined circulation of more than 17 million families per issue. These are good reasons why druggists everywhere are selling so many ONE-A-DAY Tablets. Are you pushing them? Are you prepared to supply both kinds and all three sizes of ONE-A-DAYS?

Check with your wholesaler today, Mr. Druggist!

ONE A DAY

VITAMIN TABLETS

MILES LABORATORIES, INC., ELKHART, INDIANA . . . Makers of Alka-Seltzer

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Sunday, March 7th—the Greensboro Daily News carried a most interesting article and quite a lovely picture. It was about none other than our attractive Carolyn Cox who is to be married to Francis Irving Anderson. The wedding is planned as a simple church ceremony in Wilmington sometime in April. Carolyn has been a pharmacist at McDuffie-Eubanks Drug Company since 1935. Congratulations of course . . . but, we are very frank to say we certainly hate to have you leave us. We are just wondering what the Drug Club will do without her—she has been their able, capable and efficient secretary for quite a long time—and, as a member of the auxiliary, we consider her one of the most loyal. With all this—we wish for you the very best of everything!

It was interesting to learn a short time ago that one of our “family” has been in business since 1888. McDuffie-Eubanks Drug Store is now going through its third war.

In the Spanish-American War, pharmacist Z. V. Conyers was in service. During the first world war Roger McDuffie and J. N. Eubanks, present owners, both were in the armed forces. In the second world war—every male porter, clerk and trip boy has been called up.

McDuffie-Eubanks Drug Store was organized in 1888 as Holton's Drug Store and incorporated in 1911. The store was located in McAdoo Hotel, which burned in 1916. Then the store moved to 229 S. Elm St. until 1940, when it shifted to its location to Southeastern Building where it remains today. McDuffie bought part interest in the store in 1922 and Eubanks came in 1930.

Mr. P. A. Hayes and Mr. T. S. Simpson (Justice Drug) have just returned from a business trip to New York.

The Greensboro Drug Club Auxiliary will have their regular luncheon meeting Wednesday, March 17th at the Jefferson Roof Restaurant. The committee in charge, Mrs. Dewey E. Groome, Chairman, Mrs. F. S. Petrea and Mrs. A. G. Poindexter. Immediately following the luncheon Mrs. Frank Hayes will give her call to colors and take all she can with her to the Red Cross room

to spend the afternoon sewing. The third Wednesday in each month has been set aside at the Red Cross headquarters for the Drug Club Auxiliary and Estell (Mrs. Frank Hayes) has been doing a swell job of getting the members there in good-sized groups to work.

Our loss is certainly Raleigh's gain! We are proud they are reported as being so well situated however. Yes, we are talking about the McCartney's and the Brown's at Walgreen's in Raleigh. Mr. A. G. McCartney was transferred to Raleigh as Manager of the Walgreen store and Mr. B. C. Brown as assistant manager. We will feel very keenly the loss of Mrs. Brown and Mrs. McCartney in our auxiliary.

Well, of course our sympathy goes to our friend Alberta (Mrs. L. C.) Derrick, for a couple of weeks she was not feeling so good—had flu—and all of a sudden she lost her voice—and when WE get so we can't talk—it is just too bad. Glad to say Alberta is quite alright and we are not worried—she will make up for time lost with her nice voice!

Mrs. P. A. Hayes was confined to her bed for several days with influenza. So glad she is well again.

Our congratulations to Mr. and Mrs. W. A. Huntley (Cecil-Russell Drug Co.) A young son, born Saturday, March 6th. “Robert Stephens.”

Mrs. I. O. Wilkerson took a week out to relax and made a little visit with friends and relatives in Roxboro, N. C., beginning March 8th.

In conversation with Lon Russell (Cecil-Russell) he wondered if I would mind running an ad in the Journal for fountain operators—those who were interested in staying in service longer than ‘Pat stayed in the army.’”

**J. Curtis Nottingham, Box 1117
Rocky Mount, N. C.**

Telephone 2385 W

Representing

Owens & Minor Drug Company

Advertised!
Merchandised!
Cooperation!



Big Unit
Profit!
Volume!

Breaking Records! Piling Up Profits!



LIQUID! CLEAN! FAST!

YEAR 'ROUNDER!

A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



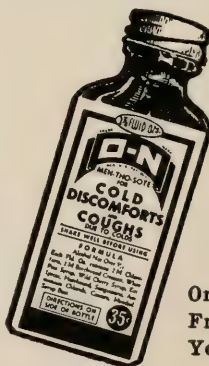
Stock
Up
NOW!

For **COUGH** that
DUE TO A COLD



MOVES FAST!

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



Order
From
Your
Jobber

ADVERTISING

Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company

Salisbury, North Carolina

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

News Notes from the Home Front

Solon S. Minton, Jr., of Warsaw, has been commissioned a second lieutenant in the Army Medical Administrative Corps following graduation from Officers Candidate School at Camp Barkley, Texas. A graduate of the U. N. C. School of Pharmacy, Lieutenant Minton was employed as a pharmacist at the Community Pharmacy in Enka prior to entering the Army last April. Following a visit home he will be stationed at Camp Rucker, Alabama.

B. C. Brown, for many years with the Cecil-Russell Drug Company, Greensboro, is now with Walgreen in Raleigh as Assistant-Manager. . . . **R. L. White** has been elected a Director of the Troy Merchants Association. At the same time his fellow townsman, **M. A. Nicholson**, was reelected a Director of the State Merchants Association.

The T. M. A. announces a new member: **Mr. O. G. Duke**, 1323 Canterbury Road, Raleigh. Mr. Duke represents Johnson and Johnson in Eastern North Carolina and prior to going with this company he was associated with Bissette's Drug Store, Wilson.

A. Kirk Hardee, Jr., Secretary of the Charlotte Drug Club, has returned to work after two weeks spent in a Charlotte hospital where he was operated on for a thyroid condition . . . we are glad to report he has completely recovered from the operation.

Fitz L. Smith, formerly of Winston-Salem but more recently of Charlotte, is finding plenty of relief work in "The Queen City." His prescription stock, left in Winston-Salem, is for sale at a bargain. If interested, see his ad in this issue of the Journal, page 115.

A. G. McCartney, manager of the Walgreen store in Greensboro for the past several years, has been transferred to Raleigh and placed in charge of the Walgreen store in that city. In turn, the manager of Walgreen in Raleigh, **F. R. Cooley**, has been transferred to Greensboro.

The next Board of Pharmacy examination will be held in Chapel Hill, June 2nd, according to an announcement by **F. W.**

Hancock, Secretary-Treasurer of the Board. Applications must be filed thirty days before the examination.

North Carolina will soon lose one of the few women pharmacists licensed in this State—**Miss Carolyn Cox** of the McDuffie-Eubanks Drug Company, Greensboro. Announcement of Miss Cox's forthcoming wedding is made on page 135.

According to a reporter The Carolina Pharmacy of Boone has been sold to **C. H. Mock** of Elizabethton, Tennessee. **Mr. M. I. Clark**, the former owner, has gone into the Army.

P. J. Suttlemyre, Hickory pharmacist and member of the Executive Committee of the National Association of Retail Druggists, attended the graduating exercises of the Southern College of Pharmacy, Atlanta, on March 18th. Mr. Suttlemyre delivered the commencement address.

Two excellent contributions to the National Quinine Pool were recently made by North Carolina pharmacists: **Q. T. Bilbro** of West Asheville mailed more than 2200 quinine pills, capsules, etc., to the Pool while **Octavus Griffin** of Roanoke Rapids sent in four ounces of Quinine Sulfate and five ounces of Quinine Bisulfate.

The N. C. P. A. membership list continues to expand. Here are some new members recently accepted: **R. M. Adams**, LaGrange; **Walter Hufham**, Morehead City and **H. C. Warren** of Garland, the latter an Associate Member.

Sam M. Purcell, Jr., of Salisbury, is now stationed in Chapel Hill where he is an instructor at the local air port . . . approximately 10% of North Carolina pharmacists are now in some branch of service.

Recent visitors in Chapel Hill: **Sergt. Phil Link** and his wife, formerly of Reidsville, but now of San Francisco, California; **J. G. Barnette**, President of the Charlotte Drug Travelers; **Mr. Smith** of The Mennen Company and **N. B. Moury** of the Henry K. Wampole & Company, Inc.

A. L. Pearce of The Peoples Cut Rate Drug Store, Durham, is confined to Watts Hospital. . . . **DeWitt C. Swaringen** of China

SPECIAL DEAL High Potency Tablets

VITAMIN B COMPLEX

\$1.50 per bottle of 100

5% discount on 12 bottles

Retails for \$2.85

Good Value

Scientifically Correct Products

L. P. MAYRAND

Manufacturing Chemist

GREENSBORO, N. C.

Confidence

IS A MATTER OF KNOWING

Our policyholders have that confidence. They know us.
Safer, more dependable fire insurance at an economy in
cost.

To get "in on the know," just drop us a card. We are
here to serve you.

Established in 43 states

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

Some of Our State Agents

MR. E. F. RIMMER
Box 377
Sanford, N. C.

MR. A. A. COLEMAN
Greenwood, S. C.

Grove recently underwent an operation in the same hospital. His son-in-law, **Ralph Rogers** of Durham, reports that he improved rapidly after the attending physician prescribed a quantity of "Four Roses" to be taken daily. Since Mr. Swaringen is an absolute "teetotaler" the alcohol in this instance was certainly for medicinal use.

L. A. Warren, Jr., of Garland, was a visitor in Chapel Hill recently . . . he reports continued good business in his section. . . .

C. L. Eubanks of Chapel Hill has closed his fountain for the duration . . . major reason for the move was the difficulty of finding competent help; also shortage of supplies.

Wilbe Wilson of Charlotte (Coco-Cola Company) has transferred to Atlanta. . . .

R. L. Inge, Bodeker Drug Company Representative, is now living in Chase City, Virginia . . . Danville, Va. was his former headquarters.

Gene W. Thomas, better known as "Bud," of Roxboro, has entered the University of N. C. School of Pharmacy. He is the son of **Mr. and Mrs. E. E. Thomas**.

If you are thinking of going into business for yourself, the ad on page 114 may be of interest. **Mr. L. B. Grantham** of Liberty died this past year and his widow, Mrs. Irene Grantham, has decided to sell the business.

By authorization of the N. C. P. A. Executive Committee new Life Membership certificates have been issued to all members of the Association in this classification. Incidentally, the fee for such membership is \$100.00 at the present time.

Tony Libbus of New Bern signs his checks in a manner which defies duplication; in fact, one of Tony's checks was returned to him several weeks ago by the Colgate Company in the belief the check was unsigned.

W. D. Merriman of Charlotte is probably the only pharmacist in North Carolina legally entitled, by birthright, to use the designation "Doctor." His full name is William Doctor Merriman.

Speaking of names **Beaman Pinner** of West Asheville has a unique one. Before he was born, according to Beaman, his father selected the name "Beaman" and, if the word is broken up into syllables, Be-A-Man, the name becomes self-explanatory.

Deaths

Dr. E. S. Warlick, one of this State's oldest pharmacists, died in Asheville on February 5th after a brief illness. Prior to his association with the Asheville Pharmacy, Dr. Warlick practiced medicine in several Western North Carolina communities. For the past several years, however, he had confined his activities solely to pharmacy.

Maurice Culp McNeely, Greensboro pharmacist, died in that city on March 6th from a heart attack resulting from pneumonia and other complications. Further details will be found on page 133.

Harry S. Noel, long associated with Eli Lilly and Company, died March 3 at St. Vincent's Hospital, Indianapolis, after an illness of several years. Mr. Noel was born in Williamstown, Massachusetts, in 1882, and received his early education there. He was a graduate of the Albany College of Pharmacy, and a registered pharmacist in the state of New York. After several years of retail experience and publication work in the East, he joined the advertising staff of Eli Lilly and Company in 1913. Two years later he became the first editor of the company's trade publication *Tile and Till*, which he edited continuously for twenty-six years, until ill health forced him to relinquish active duties in the fall of 1941. At that time he was director of trade relations for the Lilly organization.

Always an advocate of good management as the cure for drug-store economic ills, he initiated, eleven years ago, a system of analysis of profit and loss statements which has proved invaluable to countless retailers. Shortly before his retirement, he completed the editing and compilation of *The Modern Apothecary*, a compendium touching on every phase of management in the professional pharmacy.

Mr. Noel was an entertaining and dynamic speaker and had addressed drug gatherings in practically every state in the Union. His services were much in demand, not only because of his long experience and his sound knowledge of drug-store problems, but also because of his keen wit and ready humor. His warmth of personality had won him a host of friends in all branches of the drug trade, who sincerely mourn his passing.

Timely Tips



**PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
BOXES & LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

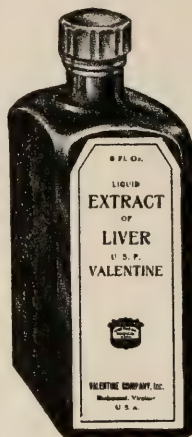
PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL
C. H. SMITH
Representative

Phone 3-5208 Charlotte, N. C.

Box 1001

LIQUID EXTRACT OF LIVER WITH IRON VALENTINE



8 Ounces net

1 Dozen at list

\$21.00

Through
Wholesaler

Our recent journal and direct mail advertisements deal with the natural B₂ complex of this product, 5 mg. of riboflavin and 25 mg. niacin per fl. oz.

Valentine Company, Inc.
Richmond, Virginia

The Seeman Printery, Inc.



Where Good Printing is a Habit



WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS



Printers in Durham, N. C., Since 1885

Lo, the Poor Editor

Consider the editor! A child is born unto the wife of a merchant in the town. The physician getteth 10 plunks. The editor writeth a stick and a half and telleth the multitude that the child tippeth the beam at nine pounds. Yea, he lieth even as a centurion. And the proud father giveth him a Crema.

Behold, the young one groweth up and graduateth. And the editor putteth into his paper a swell notice. Yea, a peach of a notice. He telleth of the wisdom of the young woman and of her exceeding comeliness. Like unto the roses of Sharon is she and her gown is played up to beat the band. And the dressmaker getteth two score and four iron men. And the editor gets a note of thanks from the sweet girl graduate.

And the daughter goeth on a journey. And the editor throweth himself on the story of the farewell party. It runneth a column solid. And the fair one remembereth him from afar with a picture postal card that costeth six for a jitney.

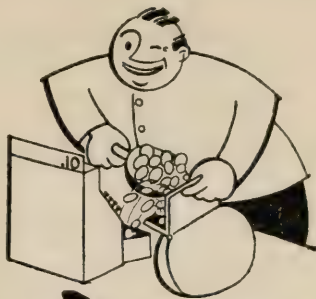
Behold, she returneth, and the youth of the town fall down and worship. She picketh one and lo, she picketh a lemon. But the editor calleth him one of our promising young men and getteth away with it. And they sent unto the editor a bid to the wedding, and behold the bids are fashioned in a far city.

Flowery and long is the wedding notice which the editor printeth. The minister getteth 10 bones. The groom standeth the editor off for a 12-months subscription.

All flesh is grass and in time the wife is gathered unto the soil. The minister getteth his bit. The editor printeth a death notice, two columns of obituary, three lodge notices, a cubit of poetry and a card of thanks. And he forgetteth to read the proof on the head and the darned thing cometh out, "Gone to Her Last Roasting Place."

And all that are akin to the deceased jumpeth on the editor with exceeding great jumps. And they pulleth out their ads and canceleth their subs, and they swing the hammer even unto the third and fourth generations.

Canst thou beat it?—*Selected.*



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA



FROM CHEROKEE COUNTY TO DARE
- IT'S THE "FEATHER TOUCH" SHAVE

*Wherever you go these days in
North Carolina, you hear men say:*

"THEY'RE HOLLOW GROUND"

"THEY GIVE ME MORE SHAVES"

"YOU DON'T 'BEAR DOWN'

—JUST A 'FEATHER TOUCH' "

They're talking about PAL, the Hollow Ground Razor Blade that's easy on the face, easy on the pocket-book, but tough on whiskers.

Pal Blades are heavily advertised in national magazines.

Pal Blades are fair-traded—40% profit for you.

Order through your wholesaler.

PAL
HOLLOW GROUND
RAZOR BLADES

PAL Blade Company 595 Madison Ave. New York, N. Y.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Our Advertisers Report...

The Norwich Pharmacal Company has a "Secretary Sue," who corresponds with all of the 115 Norwich men in service. She sends a general letter to all of them every few weeks, and replies individually to every letter written her.

Her function is to act as a tie between servicemen and the Company. She answers requests for information, sends the soldiers and sailors gift packages upon occasion, and keeps a record of their latest addresses. News items of interest which she receives from the soldiers are passed on to the editor of the Company's house organ, "The Percolate," for inclusion in its news columns.

Two more Squibb Products are out in their "Wartime Conservation Container" dress—Squibb Tooth Powder and Squibb Carnation Talcum. Each is now packaged in a cylindrical paperboard container instead of the elliptical metal one of pre-war days.

Detroit, already world-famous as democracy's arsenal of war weapons, achieved prominence in a new field Friday, February 26th, when 2,700 employees of Parke, Davis & Company received the Army-Navy "E" pennant for excellence in production of materials for saving lives.

Typhus fever vaccine and scores of pharmaceutical and biological products prepared in Detroit by Parke-Davis men and women accompany the United States fighting forces to front-line combat zones all over the world. Dried blood plasma, prepared from blood of thousands of civilian donors, goes to all parts of the globe from the laboratories at Parke-Davis. These laboratories, among the greatest in this or any other country in

facilities for processing blood plasma, went into full-speed production of war material last year.

"Sulmefrin" is the name of a new preparation which E. R. Squibb & Sons has just released for intranasal use in the treatment of acute and chronic sinusitis and infections secondary to the common cold. The active ingredients of the new preparation are stabilized sodium sulfathiazole sesquihydrate and a vasoconstrictor, *dl*-desoxyephedrine.

Sulmefrin may be administered by spray or drops, 5 to 10 minims into each nostril, two to four times daily; or by tamponage, 20 minims on each pack, applied for 15 to 30 minutes once a day.

Service Men in every part of the country, especially in the Eastern Time Zone, are used to getting up to the gay tunes, gossip, and chatter of actress-singer Lois January who has become the "Reveille Sweetheart" of our armed forces. She is heard every morning except Sunday, from 5:30-6:30 a.m., just at the time the Army, Navy and Marines in training camps are getting up to the sound of the barracks radio. The program is sponsored by Pal Blade.

Anatola Capsules

Composition: Anatola is a highly potent, stable preparation supplied in gelatin capsules each containing 33,333 U. S. P. units of natural vitamin A derived from fish liver oils of high vitamin potency.

Uses: For the treatment of acute vitamin A deficiencies.

How Supplied: Anatola Capsules (No. 223), in packages of 100 and 500 oval, gelatin capsules.

Manufacturer: Parke, Davis & Company, Detroit, Michigan.

A Palatable Tonic for Erythrogenic Stimulation

LIVITAMIN

Each fluidounce represents:

Fresh Liver (as liver concentrate).....	3 ozs.
Thiamine hydrochloride (B ₁).....	300 U.S.P. Units
Riboflavin (B ₂ , G).....	1000 gamma
Nicotinic acid (PP Factor).....	25 mg.
Pyridoxine hydrochloride (B ₆).....	187 gamma
Pantothenic acid.....	2315 gamma
Filtrate factor.....	20 J. L. Units
Iron and Manganese peptonized.....	30 grs.

Livitamin enables the physician to prescribe adequate doses of iron in a readily assimilated and well tolerated form, supplemented with all the recognized factors of the vitamin B complex and the antianemia liver principles. The iron and manganese peptonized in Livitamin cause no gastric disturbance. It is a palatable tonic that children will take readily.

Supplied in

8-OZ. BOTTLES

THE S. E. MASSENGILL COMPANY

Manufacturing Pharmacists
Bristol, Tenn.-Va.

Distributors
San Francisco

New York

Kansas City

7 Reasons Why You, Mr. Druggist, Should Push Capudine

1. PRODUCT and ADVERTISING comply fully with all provisions of the new Food, Drug and Cosmetic Act.
2. A Fair Trade item that assures generous profit.
3. 5% CASH BONUS (in addition to jobbers discount) on \$8.00 quantities or more.
4. Our newspaper advertising alone reaches over one million people each week in North Carolina.
5. 481% PROFIT when dispensed over the fountain from the one pint size.
6. FASTER stock turnover from increased volume of sales.
7. Capudine Chemical Co. has been serving the druggists of North Carolina for over 40 years.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

ONE IN A SERIES OF "FACTS BEHIND THE GREATEST DRUGGISTS' ACCEPTANCE IN THE U. S."

FIRST PREFERENCE

By an *overwhelming* majority, druggists recently indicated their preference for M M & R Packaged Essential Oils, Balsams and kindred products. This national survey again shows a *continued* swing to M M & R.

Your wholesaler has M M & R Essential Oils and Balsams in uniform amber bottles with the convenient dispensing pour lip and easy to open flange cork.



THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler

MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS



AROMATIC CHEMICALS, ETC...SINCE 1895

16 DESBROSSES ST. NEW YORK, N. Y.

Three Great Buys

DEFENSE BONDS WAR SAVINGS STAMPS and *"Purepac"*

Under separate cover we are mailing all retail Drug Stores full details covering "Purepac" Special Deals for March and April. Please be on the lookout for this material.

For further information, ask our Salesmen. We shall appreciate very much your favoring us with your order.



W. H. King Drug Company
Wholesale Druggists
Raleigh, N. C.

"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



SERGEANT JOHN R. ELSON, JR., OF ENKA

May, 1943

Vol. XXIV

Number 5

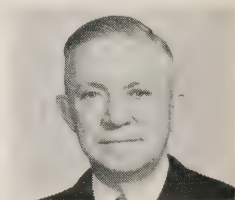
Program Issue
WAR SERVICE CONFERENCE



Despite priorities, help shortages, and transportation bottlenecks, the eighty thousand pharmacists remaining in civil practice are making a splendid contribution to the health of the nation. Actuated by an honest desire to serve, they are meeting today's problems with fortitude, if not heroism. With grim determination they are resolved that neither the neighborhood drug store nor the enterprising emporium in the heart of the city shall vanish as an American Institution.

Lilly medical service representatives, now fewer than in many years because of the demands of war, are lending all the support at their disposal. Day by day, in calling on physicians, they emphasize the importance of the local pharmacist, the necessity of keeping local drug-store facilities adequate to the public need. They discourage dispensing, encourage the writing of prescriptions. Your Lilly man works for you, never against you. That is the Lilly Policy.

ELI LILLY AND COMPANY, Indianapolis, Indiana

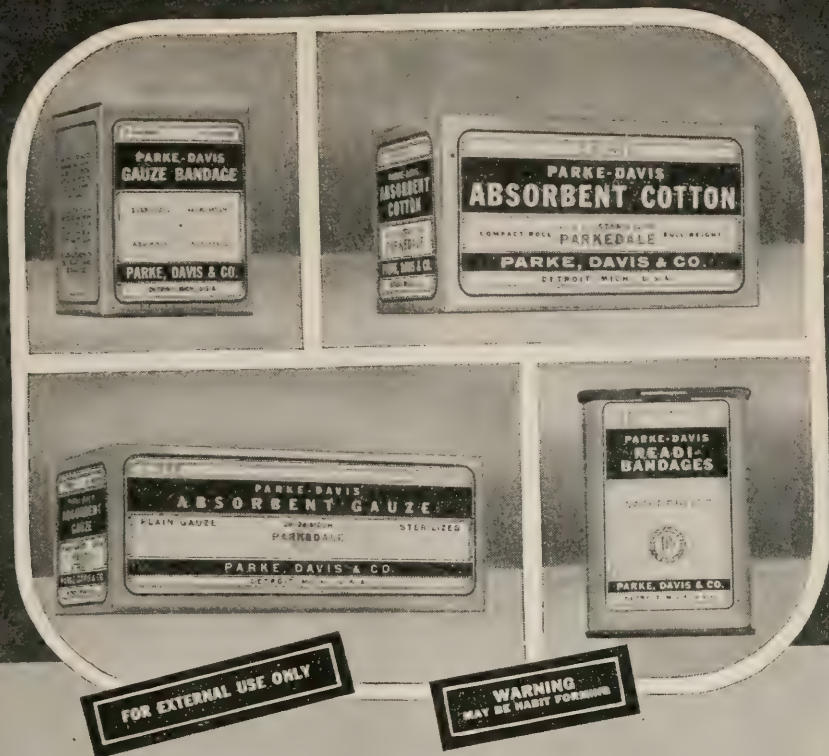


C. D. Woodman, of Philadelphia, will complete his first twenty years as a Lilly medical service representative next August. Mr. Woodman holds the Doctor of Pharmacy degree from the Philadelphia College of Pharmacy and Science, and has been registered as a pharmacist since 1908. He now travels that main line section made famous in PHILADELPHIA STORY.

Lilly



BUY WAR BONDS AND STAMPS



THESE LABELS RARELY GO TOGETHER

but in the case of Parke-Davis Surgical Dressings they very well could. However, the "may be" in the warning label is understatement. The products are habit forming. Pharmacists who stock these items know how customers come back again and again for the high quality they find in Parke-Davis Gauze Bandages, Absorbent Cotton, Absorbent Gauze and Plasters. With thousands of medicine cabinets and first aid kits demanding attention today, it is more than ever worthwhile to devote prominent display space to . . .



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

Parke-Davis Surgical Dressings

Advertised!
Merchandised!
Cooperation!



Big Unit
Profit!
Volume!

Breaking Records! Piling Up Profits!

For **COUGH** that
DUE TO A COLD



**MOVES
FAST!**

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



Order
From
Your
Jobber



**YEAR
'ROUNDER!**

A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



Stock
Up
NOW!

ADVERTISING

Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company

Salisbury, North Carolina

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Selling Your Customers For YOU

**Nerve Racking
HEADACHE**



**Eases the Pain —
Soothes the Nerves**

The quick-acting ingredients in the "BC" formula ease headaches and gently soothe nerves. Also relieves neu-

**Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day**



RELIEVES HEADACHES



... and soothes Nerves upset by

HEADACHE and NEURALGIA

The prescription-type ingredients in the "BC" formula are readily absorbed.

That's why "BC" offers relief from headaches, neuralgic aches and pains.

Nerves ruffled and upset by minor pains are also gently soothed by the quick-acting "BC" ingredients. Keep a 10c or 25c package handy. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The Doctor Shortage Means More Self-Medication

Ten thousand more doctors will be taken into military service this year. This means that your customers must rely more and more on self-medication.

The PUREPAC line of Health Needs will help you more in these busy days to meet this need than any line we know of. The PUREPAC line has national recognition and distribution. Every item of highest quality.

See your Owens & Minor salesman regarding many PUREPAC Free Goods Deals. PUREPAC Lubinol, Extra Heavy Mineral Oil USP, PUREPAC Milk of Magnesia USP, PUREPAC Aspirin Tablets.

OWENS & MINOR DRUG CO., INC.

Richmond, Virginia

"Who Have Been Good Drug Wholesalers for 60 Years"

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXIV

MAY, 1943

No. 5

North Carolina Pharmacy to Hold "WAR SERVICE CONFERENCE" May 18-19, in Greensboro

Program Will Be Devoted Entirely to Study of War Problems Affecting Pharmacy

Some of the nation's top business leaders have accepted invitations to appear on the program of the "War Service Conference," sponsored by the North Carolina Pharmaceutical Association and scheduled for Greensboro, May 18-19. Despite travel difficulties, the Program Committee has done an outstanding job in "signing up" a number of speakers who, due to current conditions, are not accepting speaking engagements out of their own home states. Reference to the program—page 151—will indicate to you how well the Committee has done its job this year.

Due to the limited time for presentation and discussion of topics this year, all "Association Reports" will be presented in condensed form at the Conference; the entire, full-length versions to appear later in "The Proceedings Issue" of THE CAROLINA JOURNAL OF PHARMACY. By so doing more time will be allotted to visiting speakers and to discussion of problems affecting pharmacy at the present time.

As previously announced the Conference will be held in the O. Henry Hotel. Due to the limited number of rooms available, you are urged to send in your reservation to the hotel management at once. Although every effort will be made to house the Conference delegates in the O. Henry, some may have to accept reservations in the nearby King Cotton Hotel or in tourist homes. A special committee on "Hotels" has been appointed to assure that everyone has a place to stay while in Greensboro.

In the event you plan to drive your car to Greensboro, bring others with you if possible. The Conference was purposely scheduled during the middle of the week at which time you will experience relatively little difficulty in getting accommodations on busses and trains.

Greensboro is blessed with a plentiful number of first class restaurants—all located near the Conference hotel—so you can be assured of getting your daily quota of calories while in the city. With two exceptions—Past Presidents Luncheon and Auxiliary Bridge-Luncheon—all banquets have been eliminated from the program this year.

Departing from a custom followed annually in the past, the Program Committee this year eliminated all merchandise prizes from the Conference. As a replacement, War Bonds and Stamps will be given away at each session of the Conference. Approximately forty North Carolina concerns have been asked to contribute to a special fund which will be used by the Prize Committee in purchasing the Bonds and Stamps. The Committee tentatively estimates that \$3,000 will be made available for this purpose.

In the event you have not already contributed your quinine to the National Quinine Pool, bring your surplus stock to Greensboro and turn it over to the person in charge of the "Quinine Booth" which will be installed in the lobby of the O. Henry Hotel. In exchange for each ounce of quinine or other cinchona alkaloids (no liquids) you will receive one chance towards a \$100.00 War Bond to be given away Wednesday night, May 19th, during the T. M. A. party.

Make your plans now to be with us in Greensboro on May 18 and 19. A most profitable and interesting meeting has been arranged for you.

CONFERENCE HIGHLIGHTS

Honorable J. Melville Broughton, Governor of North Carolina. The Program Committee considers itself extremely fortunate in being able to secure one of the South's most able and fluent speakers. Governor Broughton has a patriotic message which should not be missed.

President Paul B. Bisette. A composite picture of the Association's activities during the past year will be presented by Mr. Bisette. An excellent speaker and one thoroughly familiar with problems now existent in the retail drug field, President Bisette's address will keynote the entire Conference program.

Mr. Percy C. Magnus, President of the New York Board of Trade and Head of Magnus, Mabee & Reynard, Inc. One of the Nation's foremost business leaders, Mr. Magnus will bring to the Conference delegates a wealth of information on current and future problems to be encountered by retail pharmacists. For a look-see into "What's Ahead," don't miss this Conference feature.

Mr. Carl Goerch, Editor "The State" Magazine. Those of you who have heard this speaker know what a dynamic personality Mr. Goerch is. Although not a native of this State, Mr. Goerch is a "100% North Carolinian" and probably knows more historical lore about the Tar Heel State than any other individual living within its boundaries. You'll enjoy the matchless wit of this former newspaper publisher turned "press agent" for our State. The topic of Mr. Goerch's address will be "North Carolina During and After the War."

Mr. George W. Hennerich, Managing Director, Ice Cream Merchandising Institute, Inc. Here's a speaker who knows all the answers to your ice cream problems. Some of the highlights to be covered by Mr. Hennerich are (1) the change in emphasis in ice cream merchandising, (2) wartime problems confronting the ice cream industry, (3) how the industry helps the retail dealers, and (4) wartime formulas. Immediately after this address, Mr. Hennerich will be available for private consultation.

Mr. Herman L. Brooks, President of the National Toilet Goods Association. For the latest information on the availability of toilet goods, be sure to attend the Wednesday afternoon session to hear President Brooks discuss this subject. An able speaker and an authority in his field, Mr. Brooks comes to us highly recommended as an "extremely interesting speaker who has the facts and knows how to present them."

Mr. Earl Hollingsworth, Vice-President, Hollingsworth Candy Company. The candy situation—from A to Z—will be the dominate theme of Mr. Hollingsworth's address. Here's a chance to peer into the future as respects the future supply of this all-important American health food. In selecting a speaker to present this topic, the Program Committee picked one of the South's best informed men on this particular subject. A "must hear" feature of the Conference.

The U. N. C. Pharmacy Faculty. A special program "Wartime Pharmacy" will be presented by the pharmacy professors from the University of N. C. Pharmacy School under the direction of Dean J. G. Beard. Current allocations and controls are beginning to affect certain departments in the average drug store but the prescription room has not been touched to any considerable extent. For a quick brush-up on what to do to promote this department to the physician and to the public, be present at the Wednesday afternoon session.

Open Forum. Governmental Regulations, both State and Federal, Selective Service, Wage Freeze, Legislation, Taxes (Sales, Excise, etc.), Dangerous Drugs Act, Quinine Program, Merchandise Restrictions, Shortages of Help, Delivery Problems, Tire-Gas-Sugar Controls, Pharmacy Corps Bill, Deferment of Pharmacy Students, Pharmacists in Civilian Defense are some of the problems to be discussed. W. J. Smith will act as forum leader.

WAR SERVICE CONFERENCE PROGRAM**North Carolina Pharmaceutical Association****O. HENRY HOTEL, GREENSBORO**

May 18-19, 1943

TUESDAY, MAY 18

3:00 P.M. Registration at O. Henry Hotel.

7:30 P.M. Opening Exercises.

8:00 P.M. Address by Honorable J. Melville Broughton, Governor of North Carolina.

Annual Address by the President of the N. C. Pharmaceutical Association, Mr. Paul B. Bissette.

9:30 P.M. Prize Drawing of War Bonds.

10:00 P.M. Special entertainment provided by the Greensboro Drug Club.

WEDNESDAY, MAY 19

9:00 A.M. Prize Drawing of War Bonds.

Report of the N. C. Board of Pharmacy by Mr. F. W. Hancock, Secretary-Treasurer.
Report of the N. C. P. A. Executive Committee and the Secretary-Treasurer by W. J. Smith.

Address by Mr. Percy C. Magnus, President of the New York Board of Trade.

Address: "North Carolina During and After the War" by Mr. Carl Goerch, Editor "The State" Magazine.

"Wartime Ice Cream Merchandising"—an address by Mr. George W. Hennerich, Managing Director, Ice Cream Merchandising Institute of America.

Prize Drawing of War Bonds.

2:00 P.M. Prize Drawing of War Bonds.

Report of

Legislative Committee—Mr. P. D. Gattis.

N. C. P. A. Attorney—Mr. F. O. Bowman.

Address by Mr. Herman L. Brooks, President of the National Toilet Goods Association.

Report of

U. N. C. Visitation Committee—Mr. T. R. Burgiss.

Fair Trade Committee—Mr. W. J. Smith.

Address by Mr. Earl Hollingsworth, Vice-President, Hollingsworth Candy Company.

Professional Program by the faculty members of the U. N. C. Pharmacy School.

Addresses by the Presidents of the T. M. A. and the Women's Auxiliary.

"War Regulations Forum" conducted by W. J. Smith.

Report of

Resolutions Committee.

Committee on President's Address.

Nominating Committee.

Time and Place Committee.

Installation of Officers.

Adjournment.

8:30 P.M. Entertainment (Floor show—dance) provided by T. M. A.

SPECIAL CONFERENCE ACTIVITIES

Business meetings of the T. M. A. and the Women's Auxiliary will be held in the Conference Hotel, Wednesday, 10:30 A.M. Special luncheon for Past Presidents of the N. C. P. A., Wednesday, 1 P.M. Bridge-Luncheon for the Ladies, Wednesday.

CONVENTION COMMANDOES

Local Committees

W. Lee Moose, Local Secretary

Executive

C. H. Bradford, Chairman
 R. A. McDuffie
 J. M. Cates, Jr.

W. Lee Moose
 P. A. Hayes
 T. C. Reed

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I. O. Wilkerson, Chairman
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 Jesse Tyson

H. E. Cline
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Prizes

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F. B. Singletary
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T. B. Waugh

Publicity

W. D. Tennant, Chairman
 Lawrence Thomas

N. B. Moury

Finance

R. A. McDuffie, Chairman
 Lon D. Russell

W. E. Wagner

Registration and Information

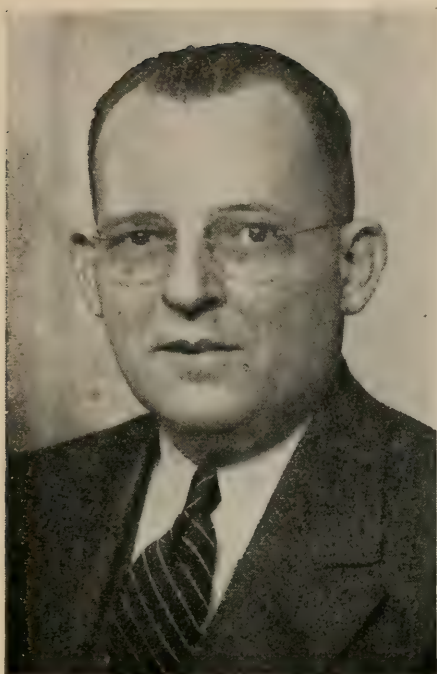
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 T. C. Reed
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 R. J. Boaz
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 W. G. Jones
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 R. H. Barringer
 Gordon Cory

M. C. Morris
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 J. W. Finch
 Sam Jones
 J. M. Cates, Jr.
 Joe Usher
 J. D. Smith
 R. S. Whiteley
 Clyde Daniels
 Garland Flinton
 A. W. Hardin
 Rufus Russell
 Boyd Dick
 Leon Edwards



President Paul B. Bissette of Wilson who will present the annual President's Address during the first session of the "War Service Conference" to be held in the O. Henry Hotel, Greensboro, Tuesday night, May 18th.

In addition to discussing the Association's work program during his term of office, President Bissette will also preside over all business sessions of the Conference and will be toast-master at the Past Presidents Luncheon, one of the special Conference events.

Our first full term wartime president in twenty-five years, President Bissette will undoubtedly draw some interesting parallels between conditions as they exist today when compared with those during World War No. 1.

During the past several months President Bissette has made several trips to Washington and New York to secure outstanding speakers for the business program. How well he has succeeded is evidenced by the number of outstanding leaders to be found appearing on the Conference program this year.

Local Secretary W. Lee Moose of Greensboro. All the Conference details are heaped upon this individual and they certainly are enough to keep him busy as he, and other local secretaries serving in a similar capacity during past years, will certify.

Vick Chemical Company has generously permitted Mr. Moose to give such time to this job as necessary and from reports which have already reached the JOURNAL office, we know that a top notch job is being done.

With previous experience both in the retail and manufacturing field, plus teaching knowledge gained while instructor with the Retail Drug Institute, Mr. Moose is an excellent person for the job which has been assigned to him.

Although there will not be as many hotel rooms available in Greensboro this year as has been the case in the past, Secretary Moose assures us that a place will be found for every delegate wishing to attend the Conference.



ENTERTAINMENT

In scheduling the Conference this year, the Program Committee was conscious of the fact that the present emergency period is no time for "play"; that everyone of us should do his or her utmost to lick the Axis, whether it be on the home front or at the battle front.

At the same time the Committee recognized a need for some relaxation on the part of many pharmacists, some of whom have been working at top speed for the past twelve months. Also, it is generally known that the only vacation some pharmacists take during the year is the few days they take out for attendance at the "Annual Meeting."

For this and other reasons the Committee—keeping in mind certain obligations to our Government—arranged several specific entertainment programs for the Conference delegates this year. While the features will not be as elaborate as in the past, a definite effort has been made to provide entertainment in line with the balance of the Conference program.

The first of the entertainment programs will be provided by the Greensboro Drug Club and will be presented immediately following the first general session Tuesday night, May 18. T. G. Crutchfield states a "surprise" is in store for you.

Wednesday, May 19, 1 P.M., the Past-Presidents of the N. C. Pharmaceutical Association will be guests of Justice Drug Company and Southern Dairies at a special luncheon to be held in the Convention Hotel. According to past records of the organization, there are 22 former presidents of the Association still living, the oldest being Mr. F. W. Hancock of Oxford who headed the N. C. P. A. during 1887-1888.

At the same time the Past-Presidents are enjoying their reunion, the ladies in attendance at the Conference will be guests of Justice Drug Company and Southern Dairies at the Greensboro Country Club. The event will be a bridge-luncheon with a special drawing of War Bonds.

To complete the Conference, The Traveling Men's Auxiliary will again stage one of their annual parties which have been so successful and so well attended in the past.

This feature of the Conference is scheduled to get underway at 8 P.M., Wednesday night, in the ball room of the O. Henry Hotel.

Group singing will serve as a "starter" for this program. At 8:30 a New York floor show will hold the spotlight closely followed by a dance (10 P.M. to 1 A.M.) which will close the night's activities.

Prizes

No merchandise prizes will be solicited or distributed by the Conference Prize Committee this year; instead War Bonds and Stamps will be used exclusively as prizes.

Also, no out-of-state manufacturer is being asked to contribute anything towards the Conference. The entire matter is being handled within the State.

Although no specific announcement can be made at this time, it is the opinion of the Prize Committee that from two to three thousand dollars in War Bonds and Stamps will be contributed by various North Carolina concerns.

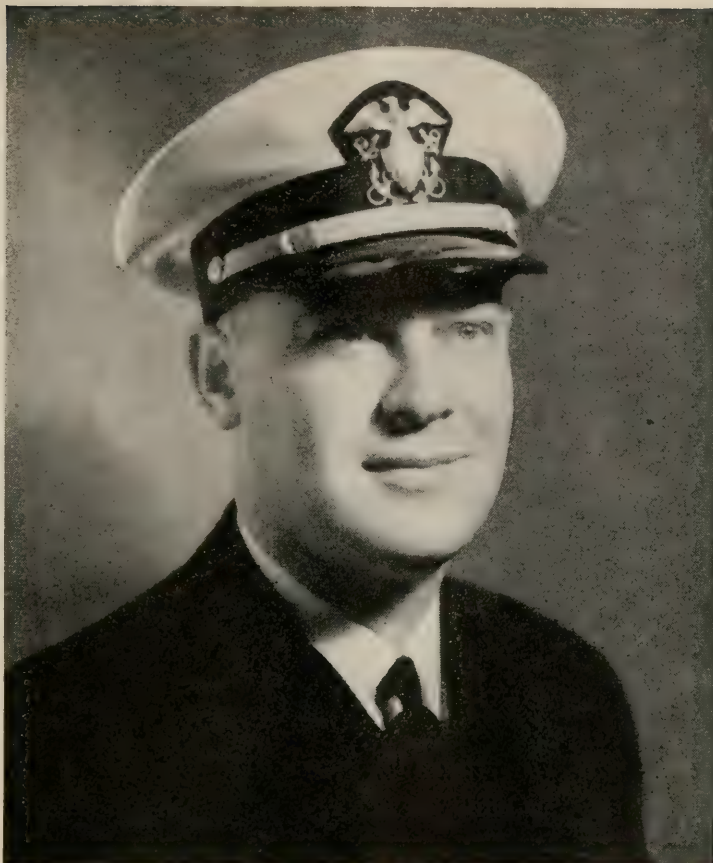
As in the past, a percentage of the prizes will be allocated to The Women's Auxiliary, the amount to be based on the percentage of women registered at the Conference as compared to the total attendance.

The pharmaceutical laboratories of the School of Pharmacy are in urgent need of wall cases for the display and storage of pharmaceutical products and reagents.

The type especially desired is that most commonly seen in pharmacies, about 8 to 12 inches deep with sliding doors that might be fitted with locks and, if possible, provided with movable shelves.

The School will appreciate such a gift, which would be of great help in improving the appearance and the facilities of the pharmaceutical laboratories.

For further information, please address your letters to Professor H. M. Burlage, School of Pharmacy, Chapel Hill, N. C.



Lt. (jg) Lewis J. Loveland, President of the Traveling Men's Auxiliary, now stationed at the Brooklyn Navy Yard, N. Y. First Vice-President Thad Lewallen of Win-

ston-Salem will preside over the business session of the T. M. A. this year in the event Lieutenant President Loveland is unable to attend.

\$100.00 for Your Quinine

Mister, here's a chance to keep our boys in fighting trim at the front . . . at the same time you pocket (if lucky) \$100.00 in War Bonds.

Here's what you do:

Before leaving for the Conference, assemble all the quinine salts and cinchona alkaloids (no liquids) which you intend donating to the National Quinine Pool. Bring this package of quinine with you to the Conference Hotel in Greensboro and turn over to the person in charge of the "Quinine

Booth," which you will find located in the lobby of the hotel.

For each ounce of quinine or fraction thereof you will receive in exchange one or more chances towards a \$100.00 War Bond to be presented to some lucky winner Wednesday night, May 19th.

Your contribution of quinine will be sent directly to the Pool and, in turn, you will receive a "V Certificate" in acknowledgment of same.

The \$100.00 War Bond to be used as a prize in this contest was donated by the Justice Drug Company, Greensboro.

Business Session—Bridge Luncheon Highlight Convention—Activities of The Women's Auxiliary

Election of officers, reports from Auxiliary Clubs, Committees, etc., will be covered during the annual business session of The Women's Auxiliary, Wednesday morning, May 19th, in the Convention Hotel.

Mrs. Phil D. Gattis of Raleigh, Auxiliary President, will preside.

Wednesday afternoon the Auxiliary members will be taken to the Greensboro Country Club where they will be guests of the Justice Drug Company and Southern Dairies at a bridge-luncheon. As a special feature of this event, War Bonds will be given away through a prize drawing.

All details of the ladies' activities are being handled by members of the Greensboro Drug Club Auxiliary. The following members, Chairmen of their respective groups, have been working for more than a month in preparing for the visiting Auxiliary delegates: Executive, Mrs. I. O. Wilkerson; Hospitality, Mrs. Frank D. Hayes; Information, Mrs. J. M. Cates, Jr.; Flowers, Mrs. Roger McDuffie; Prizes, Mrs. Dewey E. Groome; Entertainment, Mrs. P. A. Hayes; Transportation, Mrs. J. T. Usher; Registration, Mrs. L. C. Derrick.



A. Thad Lewallen of Winston-Salem, Vice-President of the Traveling Men's Auxiliary. In the event President Lewis J. Loveland, who is now in the Navy and stationed at the Brooklyn Navy Yards, is unable to attend, Mr. Lewallen will preside during the business session of the T. M. A., scheduled for Wednesday morning, May 19th, in the Conference Hotel.

Cover Photo

Sergeant John R. Elson, Jr., of Enka, son of pharmacist J. R. Elson, recently returned to this country after spending eight months in England with the United States Army Engineer Corps. A little over a month ago he was transferred to the Medical Department and sent back to the U. S. for additional training. At the present time he is stationed at Camp Barkley, Texas.

After entering service last spring, Sergeant Elson was sent to Camp Claiborne, Louisiana, where he received his preliminary training. He sailed for England last July.

While on the return trip, Sergeant Elson had several hundred German prisoners to guard and needless to say he was mighty glad to get back on American soil. After spending a short leave with his mother and father, he hurried on to Texas.

Father Elson says army life seems to be agreeing with his son; the photograph is ample proof of this.

Fair Trade

Two additional contributions were received by the Fair Trade Bureau during April: \$10.00 from Mr. A. V. Baucom, A. V. Baucom Pharmacy, Apex and a similar amount from Mr. Sam Welfare, Welfare's Drug Store, Winston-Salem.

In the event this matter has slipped your attention and you still wish to do your part to support this activity, mail your contribution to: Fair Trade Bureau, c/o N. C. Pharmaceutical Association, Drawer 151, Chapel Hill, N. C.



N. C. P. A. Visitation Committee pictured with the Faculty of U. N. C. School of Pharmacy. The occasion was the Committee's annual visit to the School. Seated, left to right, Professor M. L. Jacobs, Chapel Hill; E. F. Rimmer, Sanford; T. R. Burgiss, Sparta; W. F. Rhyne, Gastonia and H. W. White, Fayetteville. Standing left to right, J. G. Beard, Dean of the Pharmacy School; Professors H. M. Burlage, E. A. Brecht and Ira W. Rose, all of Chapel Hill. Standing on the extreme right is W. J. Smith of Chapel Hill, Secretary-Treasurer of the N. C. Pharmaceutical Association.

A report of the Committee's visit to the School will be presented by Chairman Burgiss at the "War Service Conference" scheduled for Greensboro, May 18-19.

Do Figures Lie?

An old-fashioned Hebrew employer remonstrated when one of his employees asked for a raise on the ground that he worked too hard. "Why," protested the employer, "you have an easy time of it. You do not work at all. Look! There are 365 days in a year. Eight hours each day you sleep. That makes 122 days, leaving 243 days. Eight hours of every day you have all for yourself. That leaves 121 days. I give you an hour for lunch every day and that amounts to fifteen days more, leaving 106 days. You do not work on Sundays—52 more days off, leaving 54. You get Saturday afternoons off—another 26 days, leaving 28 days. You have two weeks for vacation every summer and you take off about a week for sickness. Only seven days a year

to work—and New Year's, Washington's Birthday, Decoration Day, July Fourth, Labor Day, Thanksgiving Day and Christmas are holidays. Besides you take Yom Kippur off. I should give you a raise? You owe me money!"

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

915C E. Cary Street

Richmond, Va.

WELCOME

to the

*Sixty-fourth Annual
Meeting*

of

The North Carolina
Pharmaceutical Association

To Be Held at

THE O. HENRY HOTEL

Greensboro, North Carolina

May 18-19, 1943



Justice Drug Company

Greensboro, N. C.

North Carolina Service Wholesaler



A new delivery system originated by L. P. Booth, proprietor of the Hayesville Pharmacy, Hayesville, N. C. According to Mr. Booth, shown seated in the wagon, the buffalo isn't so speedy but "he is dependable and that's what counts these days."

Washington Conference

President Paul B. Bissette and Secretary Smith represented the N. C. P. A. at a meeting of the State Association Secretaries and other officials held in Washington at the A. Ph. A. Institute of Pharmacy Building on April 3rd and 4th.

During the two-day Conference some fifteen or more government officials addressed the assembled group on various problems facing the drug industry at the present time. A condensed report of the meeting will be presented by Secretary Smith during the "War Service Conference" in Greensboro, May 18-19.

Turns Down \$8,500 Position

For the past five months one of the largest pharmaceutical houses in this country has been seeking the services of Professor Henry M. Burlage, a member of the U. N. C. Pharmacy School staff.

The concern originally offered Professor Burlage \$7,000 a year, later upping the figure to \$8,500. Now that negotiations have been completed, it is with pleasure that we announce Professor Burlage has definitely elected to remain in Chapel Hill even though his present salary is considerably less than the offer made by the pharmaceutical house.

Since coming to Chapel Hill ten years ago, Professor Burlage has earned for himself a solid niche in North Carolina Pharmacy; a niche which we are glad to see will not be vacated by reason of tempting salaries. Verily, interest in one's work is reward itself!



*Help Make a Lasting Peace
by Buying More and Still More*

DEFENSE BONDS

and

Help Your Community from Going Hungry by Push-
ing Scott's Fruit Powder for Preserving Fruits
and Vegetables—Priced at \$10.80 Per Gross

Distributors for

Purepac
Saxon
Coty
Johnson & Johnson
Bauer & Black
Amity
Lilly
Youngs Rubber Corp.
L'Orle, Perfumers
Miller Rubber Co.
Sky-Rite Airmail Stationery
Wolfe V Mail Stationery

SCOTT DRUG COMPANY

112 South College Street
CHARLOTTE, N. C.



News from "The Land of the Sky"

Reported by J. W. HARRISON

Moss Salley of Salley's Drug Store, Asheville, recently installed a new soda fountain in his store, well, practically new since the "direct from the factory" type is almost unobtainable these days. The fountain—eighteen feet in length including the sandwich department—was moved from Spruce Pine.

Local Draft Board No. 3 recently classified Beaman Pinner, West Asheville drug store proprietor, as 1-A . . . the *Asheville Citizen* thought enough of Beaman's classification to rate it headline news.

John A. Goode spent several days in Washington recently on business . . . the transfer of Goode's from Patton Avenue to Haywood Street has upped the store's volume to a remarkable degree.

Q. T. Bilbro and George A. Sheider of West Asheville recently mailed substantial quantities of quinine to the National Pool . . . this is the second contribution to the Pool by Mr. Bilbro. After sending in one package of this much-needed drug, he located an additional stock and sent it on its way to the battle front.

C. D. Stowe, until recently with the Grove Park Pharmacy, has accepted out-of-state employment . . . Edwin Nowell of Asheville is now working in Johnson City, Tennessee. Another Asheville druggist, R. J. Noell, is with the People's Drug Store chain in Washington, D. C.

"Best business in ten years" reports R. F. Coppedge of the Asheville Pharmacy. Although Buncombe County has sent hundreds of young men into service, business has not suffered due to the transfer of a Federal Department from Washington to Asheville.

J. W. Harrison, prescriptionist with Salley's Drug Store for the past ten years,

has accepted a position with the Dr. T. C. Smith Company of Asheville. Mr. Harrison will spend half of each day calling on the local drug stores; the remainder in the wholesale drug house.

We are glad to report that Mrs. J. R. Elson, who recently underwent an operation in Asheville, is improving nicely. Mr. Elson operates two modern pharmacies in Enka. While in the hospital Mrs. Elson was greatly cheered by a visit from her son, Sgt. J. R. Elson, Jr., who has been in England for the past eight months.

While we are a little late in recording this news item, we'd like for Gary Hughes' friends to know that he has been made an official of the Southern Dairies organization and transferred to Washington.

Frank Pender, former Rocky Mount druggist but for the last two decades a citizen of Asheville, has returned to the drug business as a part-time employee of the Asheville Pharmacy. For the past ten years Mr. Pender has been connected with an auto finance company here in Asheville.

Maurice L. Cable was a recent visitor to the city. Before entering the Navy as Pharmacist Mate, 2/c, he was associated with the Kenilworth Drug Store.

Charlie Lord (Hester's) has been ill, but is now recovered and back on the job.

The Buncombe County Medical Society's medical library is being moved to rooms over Goode's Drug Store and is expected to open about the first of June when alterations in the building have been completed.

The library is open to white and negro physicians. Since the only entrance is by way of Goode's, the prescription business of this store will probably show a substantial increase within the near future.

Meet Your Friends at the
"WAR SERVICE CONFERENCE"
 Greensboro, May 18-19

Serve
Golden Tap Fruit Juices



At Your
Fountain

Fancy Orange Juice — Grapefruit Juice
and Blend

Use

Dixie Cups

for All Occasions



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Charlotte News Items

MRS. C. H. SMITH, *Correspondent*

Charlotte Druggists' Auxiliary

The Charlotte Women's Druggist Auxiliary held their regular quarterly meeting at Efrd's on March 9th (luncheon meeting) with Mrs. W. S. Obenshain presiding.

The meeting was well attended and most interesting with one new member—Mrs. Grady Blackmon. We welcome her into the organization.

A Nominating Committee was appointed with Mrs. T. N. Edwards as Chairman. The officers for the incoming year will be installed at the June meeting.

The group decided to hold an outdoor party and invite husbands as soon as "Old Man Winter" leaves for good. The Social Committee will select the time and place.

Mrs. T. N. Edwards has been ill with a throat infection for the past few days. We hope she will soon be out.

Mrs. P. C. Day has been visiting her family in Dayton, Tennessee.

Mrs. W. R. Dixon recently returned to Charlotte from a trip to Atlanta. While in that city Mrs. Dixon visited her family.

Congratulations are in order for Mr. and Mrs. M. W. Stone. They are the proud parents of a son born April 10th at the Presbyterian Hospital. The young man weighs 8 pounds, 14 ounces.

We are looking forward to the Convention in Greensboro and will report on it at the June meeting. Although the Auxiliary will adjourn for the summer months, the

members will continue to go to the Red Cross rooms on the second Tuesday of each month.

Charlotte Drug Travelers

The next meeting of "The Travelers" will be on May 1st at Thacker's Restaurant with Mr. J. G. Barnette presiding.

Mr. C. Rush Hambrick of Shelby has been ill in a Shelby hospital for several days. We are glad to report that he is recovering and expects to return to work soon.

O. W. Hudson, Emerson Drug Company representative in this section, has been recuperating at the Presbyterian Hospital from an appendectomy. Glad to see him out and hope he will soon be able to return to his job.

H. L. Rayburn—Sharpe & Dohme—has recently been a patient in Mercy Hospital.

Mr. W. R. Dixon, Past President of the Charlotte Drug Travelers, recently lost his brother. Our sympathy goes out to him.

We are looking forward to meeting our fellow travelers, druggists, and friends in Greensboro on May 18-19.

M. W. Stone is passing out cigars to his friends these days . . . the reason is to be found in the new addition to the family . . . an eight pound, fourteen ounce boy . . . with a handsome addition like that "M. W." ought to be passing out some of that hard-to-get Hunter's Chocolate Syrup!



Valentine's Meat-Extract

1 4/5 ozs. net

1 dozen at list \$9.00 through wholesaler.

Valentine's Meat-Juice Company

Richmond, Virginia

Cuticura

. . . A FRIEND OF YOUR
PHARMACEUTICAL ASSOCIATION

. . . and of your customers, too, who know the benefits of
Cuticura mildly medicated aids for the skin.

Cuticura Preparations are known and used throughout the world . . . not only for relieving externally caused skin irritations but also for regular, daily care of the skin.

CUTICURA SOAP is cleansing, mildly medicated, ideal for all toilet purposes.

CUTICURA OINTMENT is an emollient for helping relieve pimples, simple rashes and other blemishes due to external origin.

CUTICURA TALCUM is a fragrant, super-fine powder that soothes and comforts—helps prevent chafing and irritation.

POTTER DRUG & CHEMICAL CORPORATION
Malden, Mass.



Groome's Greensboro Gossip

MRS. DEWEY E. GROOME, Reporter

This issue finds me "roving" rather than "raving" about the Greensboro family. Things are happening entirely too fast for me to try to keep up with even the most important. . . . It is certainly not an exception to hear every druggist say—"We are just as busy as we can be." Yes, the nine or ten thousand extra soldiers in the city call for a little more attention to sales.

Did you hear of the surprise we had from the C. C. Fordham, Jr. family? This is how it happened—we called to see how they were doing and when they had heard from C. C.—and we were told that the telephone had been disconnected. Yes, it was our friend Dever at the C. C. Fordham Drug Store that told us the story—Frances and the boys have moved to Pensacola, Florida, to be with C. C. Of course, we are delighted they can all be together—but—we will miss them.

C. H. Bradford (Elam Drug) and President of the Greensboro Drug Club, had to take time out for hospital treatment for a couple of weeks during April—He is up and out again—getting in shape to put his group to work on this long looked-for convention.

We can't say—for we really don't know just what happened . . . but, it seems that Dewey Farrell (Greensboro Drug) might have forgotten to turn out his lights! We hear he will be happy to have everybody help him sing: "When the Lights Go On Again—All Over the World!"

Some of our auxiliary members are really taking their war work most seriously. Our most recent "graduate" is Zoe (Mrs. O. C.) Trogdon. She has completed her 80-hour Nurses Aid. She has already begun her "real" work—We can always depend on her doing things just right and can assure you she will make one of the BEST nurses.

Margaret (Mrs. I. O.) Wilkerson (Wilkerson-McFalls) is doing splendid work in the Air Corps Mothers Organization of America—Chapter No. 3 in connection with the U. S. O. She and Mrs. C. V. Cagle so far are the only members from our auxil-

iary to be doing any outstanding work in this particular organization, however, they report splendid cooperation from all members. Mrs. Wilkerson and Mrs. Cagle have been working in connection with the Service Committee—securing "furniture and fixtures" for the soldiers' Day Room at our Camp in Greensboro. So, don't be surprised if they make you a visit and tell you that a certain table, chair or any other piece of furniture is out of date and should be donated to the soldiers' Day Room!

Frances (Mrs. J. W. Finch) is doing her special duty with the Travelers Aid of the U. S. O. Doing a swell job of it.

The young lady we talk about now is the attractive daughter of Mr. and Mrs. I. O. Wilkerson—Margaret Daniel, a senior in High School doing such splendid work: She is "High Life" reporter, honor roll student, President of Quill and Scroll and President of the Senior Class. Margaret Daniel has particularly distinguished herself in the field of Journalism. She rose from headline editor of "High Life" last year to writer of the "City School News" column which appears in the Greensboro Record. After a membership on Quill and Scroll, national honor society for high school journalists, for two years, she is now President of that society. Nice going, Margaret Daniel, and we wish for you continued success!

Did you see the pretty picture in the center of the society page of the Greensboro Daily News Sunday, April 11th? It was none other than the attractive daughter, Anne, of the P. A. Hayes. Anne will be married to William Brewer early in May. Our congratulations to you, Anne and Bill!

Have you seen the C. V. Cagles since the arrival of the new grandchild? The story goes that "Grandpa" has given out of cigars. It was nice that Mrs. Cagle could go to Gulf Port, Mississippi to help take care of the member of the family. We missed her for the last luncheon but such an absence well deserves an excuse.

Estelle (Mrs. Frank D.) Hayes had to

You Make 38% Profit

Johnson's Ointment

*For All Forms of Rectal
Troubles*

50c Tubes—\$4.00 Dozen
With Perforated Pile Pipe
One Tube Free with Each Dozen

50c Jars—\$4.00 Dozen
One Jar Free with Each Dozen

Resale Value - - - - -	\$6.50
Retailer's Cost - - - - -	4.00
Profit - - - - -	\$2.50

=38% on Selling Price or
Markup of 62% on Cost



Bodeker Drug Company

Richmond, Virginia

take time out for a little hospital treatment for about ten days in April. Estelle continues to have trouble with a sprained arm and this we hope will soon be all over and we know the rest will do her plenty of good. As chairman of our Red Cross work—Estelle continues to make a splendid record.

About the newest farmers we have are the L. C. Derrieks. Yes indeed—L. C. and Alberta purchased an honest-to-goodness acreage—and they have all the makings of real farmers—six cows—pigs 'n chickens! They are already in the making of gardens. Alberta is one of the most frequent visitors to the seed stores these days. Here's wishing you luck. . . . We think Tommy Crutchfield and Bill Sellars will have real competition in their farming activities this year.

Speaking of Bill Sellars (Greene Street Drug) and his farming—they had an increase in their animal kingdom the other day—eight new baby pigs. It seems that one was not quite so well one day when Margaret and Bill got home—they decided the little fellow had pneumonia (??) So, they carried it in and gave it a bath (of all things to give a PIG)—made mustard plasters and did everything they could—but they failed in their effort to save the baby pig, and burial took place on a near-by hillside! With seven healthy pigs left we know where we can get a ham sandwich next winter.

Tom & Clarice Crutchfield (Crutchfield's Inc.) want you to know they work from "sun to sun" in their garden (off business hours of course). Tommy evidently went out one of these cold days and developed a dreadful cold—had to have his ear lanced. He is quite okay now.

Jinks (Mrs. Watson) Millikan has moved to Randleman to live with her parents Mr. and Mrs. Frank Talley for the duration. Watson expects to be called in the immediate future to service. Jinks has been one of our most loyal members and we hope she will make arrangements to at least attend the regular meetings when possible.

Margaret Lloyd (Asheboro Street Pharmacy) is to be highly complimented on the splendid way in which she carried on the business while Mr. Usher was in the hos-

pital recently. This meant hard work and long hours of course. She did this and gave wonderful service—and with her usual winning smile. Margaret has many friends in Greensboro who are mighty proud of her achievement and will be looking forward to the month of June when she will be returning to Chapel Hill to take the "Practical" portion of the State Board of Pharmacy Examinations. So far Margaret is the only one in our auxiliary of her profession. We had Carolyn Cox of course—but on April 10th Carolyn received her "MRS" degree and left Margaret to take care of us—and this we know she will do—and in the meantime, we will be wishing Carolyn all the success in her new surroundings.

Speaking of Asheboro Street Pharmacy . . . of course you know that Joe T. Usher has his hat in the ring for City Councilman. This is wonderful news and we wish we had more just like him in the race. Yes—he will need your vote and mine—and we can assure him we will all be there to vote for him.

Mr. and Mrs. F. S. Petrea (Liggett's) had nice news the first of the month. Their son Howard who is on the U. S. S. Long Island in the Pacific has recently been promoted and is now a Lt. (jg). Howard is a splendid boy and we are all so proud that he is getting the nice recognition he so well deserves.

We have another mighty fine old boy in the army who was home for the week-end of April 10th—J. Kent Davis, son of Mr. and Mrs. J. L. Davis (Justice Drug). Kent is with the 65th Medical Unit at Fort Bragg and doing a wonderful job.

Mrs. Lee Wharton (Gibsonville Drug) has for many years been most active in the Home Demonstration Club work—and Red Cross work as well—more recently she has been devoting much of her time to Red Cross, being Chairman of the Red Cross County Service; she was recently re-elected.

Owen C. Trogon (Justice Drug Company) has been a patient in Piedmont Memorial Hospital for several days. Owen had a severe case of Flu and was threatened with pneumonia. We are glad to know that he is much improved and will be carried home within the next few days.

If You Can't Get all the



PAL Hollow Ground **RAZOR BLADES.**

You Want, HERE'S WHY:

Our production has been curtailed—to save steel.

Uncle Sam has placed large orders for his men in service—and they come first.

The remainder of our production is being allocated fairly and squarely to our wholesalers on a basis of past requirements.

These are the reasons you can't always get all the Pals you want (and your customers want).

To help spread the supply, tell your Pal customers they can get extra shaves with a Pal blade. Pal's "Feather Touch" Shave makes it easy because, being Hollow Ground, there's none of the "bearing down" that ruins delicate blade edges prematurely.

40% profit on every Pal sale—nationally advertised.

Order through your wholesaler.

PAL Blade Company

595 Madison Ave.

New York, N. Y.

It Pays You in Dollars

MR. DRUGGIST, it will pay you in dollars to keep adequate stock of Capudine. Our intensive newspaper advertising in North Carolina, with regular insertions every week, reaches over one million people. **THAT'S BOUND TO BRING CUSTOMERS TO YOUR STORE.**

So stock up now . . . buy the \$8.00 deal and get the extra 5% bonus. With this **DEAL** every sale means **EXTRA PROFIT**, both by the package and at the fountain.

Give Capudine a prominent display on your counter. It's a sure repeater and a generous profit maker.

Write for dose measure glass, counter cards and dummy cartons.

CAPUDINE CHEMICAL COMPANY
RALEIGH, N. C.

Dr. Suttlemyre's Commencement Address

Dr. P. J. Suttlemyre of Hickory whose commencement address, delivered to the graduates of the Southern College of Pharmacy, Atlanta, on March 18th, we are privileged to carry in this issue of the JOURNAL. Due to space limitations we are forced to delete the major portion of Dr. Suttlemyre's introductory remarks which we sincerely regret but over which we have no control.

Immediately following completion of the address, Mr. Suttlemyre received the honorary degree of Doctor of Pharmacy from Southern. Dr. Suttlemyre graduated from the institution in 1913.

Besides serving on the Executive Committee of the N. A. R. D. and the Board of Directors of the American Druggists' Fire Insurance Company, Dr. Suttlemyre operates a thriving retail drug business in Hickory.

North Carolina is proud of this new honor which has come to one of her favorite sons.

Let me say that I appreciate the opportunity to address the graduates of the Southern College of Pharmacy and their friends at these Commencement exercises. Commencement is always an impressive occasion—almost as impressive as a marriage ceremony. This is especially true when the occasion is one at which young men and women receive their professional diplomas. Like taking a wife, choosing a profession is an irrevocable act. It represents a step from which there is no turning back. You take your profession as you take your spouse, "to have and to hold from this day forward, for better for worse, for richer for poorer, in sickness and in health, to love, cherish and obey till death do you part!"

Of course there are divorcees—but every divorce is a tragedy, whether it be from a wife or from a profession!

In choosing pharmacy, you young men doubtless considered carefully. If you had not, you might have made some other choice! As one who has followed pharmacy for many years, who can look back upon three (3) decades of pharmaceutical service, I can assure you that you made a wise decision.

There are many considerations in the selection of an occupation. Is the work stimulating, agreeable and useful? Does it yield satisfying returns? Is it a service for which there will be a continuing demand? Does it afford opportunity for constant education and growth? Does it enable one to fill an important and respected place in community life?

Too often the decision is made on the basis of prospective financial returns only. The young high-school graduate has perhaps known some doctor, lawyer or engineer who has built up an unusually lucrative practice and accumulated considerable wealth, and is influenced thereby to take up Medicine, Law or Engineering. These are important and honorable professions; many young men have used them as springboards to affluence, and occasionally even to fame. But it should not be overlooked that the very professions which can point to the most spectacular successes are also the ones which must admit the greatest number of failures. There is plenty of room at the top, according to the trite adage; but the ascent is steep, and it is strewn with the

NEED HELP

...To Sell More Vitamins?
Let Us, the Famous ONE-A-DAY Twins
Build 2-WAY Sales—Big Profits, Too.
Just Put Us TWO to Work for You.



QUIZ KIDS
BARN DANCE
LUM N' ABNER
NEWS of the WORLD



The ONE-A-DAY Twins Send Millions into Drug Stores Every Day!

IT'S NO PROBLEM to know which Vitamins to Push. Let Profits and Turnover Decide ...and you'll quickly see why it pays to push ONE-A-DAY (brand) Vitamin Tablets

OF COURSE there are many Vitamin products to sell today, but think what it means to have Four Top Ranking Network Radio Shows selling for you week after week.

Consider how important it is to have half the families in your neighborhood reading those big ONE-A-DAY Ads in the popular magazines, weekly and monthly.

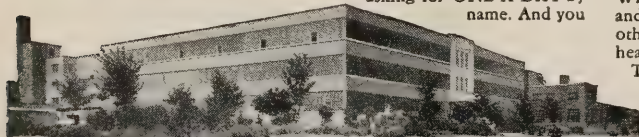
You know how consumer demand for ONE-A-DAY is growing . . . how many people are coming into your store these days, asking for ONE-A-DAY by name. And you

know that when you sell ONE-A-DAY (brand) you're selling a quality product built upon a sound, safe, and scientific idea.

Then—why should there be any problem about which line of Vitamins to merchandise to your store trade?

The answer is simple—*Push ONE-A-DAY Tablets!* Tell your customers about them . . . that they are made by the makers of Alka-Seltzer. Tell them how good they are, and how reasonable in price. Get all the Miles Window Display Material, Counter Displays and other sales helps. Change from "just another Vitamin Counter" to the ONE-A-DAY headquarters in your locality.

Then—see if your Vitamin Department doesn't hand you a pleasant surprise in more customers and more cash profits on your sales.



MILES LABORATORIES, INC., ELKHART, INDIANA . . . Makers of Alka-Seltzer

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bruised bodies and shattered hopes of those whose feet slipped or whose strength gave out along the way.

It is a doubtful service, even for a commencement speaker, so to focus the attention on *possibilities* that the listener forgets to consider *probabilities*. It is no will-o'-the-wisp pharmacy holds before the young men and women who seek to choose their places in life. It does not lead them atop some mountain to show them kingdoms it cannot deliver. But it points to the record of graduates who, in the aggregate, have been as successful, and certainly as useful to their communities, as those of any occupation or profession. A young pharmacist, graduating from the school to some prescription counter, and from the prescription counter, in due season, to the ownership of a drug store, can look forward, with reasonable certainty, to the earning of an income that will compare favorably with other incomes earned in the community.

Why should a man want to earn a fortune, anyway? There have been fortunes earned in the drug business; but I repeat, why should a man want to earn one? Why should a man want great renown? Some pharmacists have achieved it, yes—but why should anyone risk all his cards on a bubble? At best fame is temporary, very temporary. Like the bubble to which I compared it, it vanishes in a much shorter time than it took to attain it. Seeking an honorable place in the community is something different—such a place can be attained surely and retained indefinitely, by living worthily and usefully; it is within the reach of each and every one of you.

Speaking of great wealth as an incentive to enter some profession or occupation, let me say that it is very doubtful whether anybody in the future will make much money. During the war, and for a long time after, the tax-gatherer will be the silent partner of every business. Unlike other partners, he does not take a fixed percentage; the rates advance in almost geometric proportion as an enterprise becomes more profitable, almost reaching confiscation in the higher brackets. The point of *diminishing* returns for the taxpayer now starts at \$500 for a single person and \$1,200 for a married

person; and now it is proposed to establish the point of *vanishing* returns at \$25,000. The young man or woman of today, who bases his or her hope on wealth, is building on a disappointing foundation.

You might as well be a pharmacist—the \$25,000 limit is not an entirely hopeless ambition! And in pharmacy you will find rewards that cannot be measured in dollars. Surely nothing can be more satisfying than to be a partner of the doctor in protecting and promoting the health of the community. In the field of medicine—using the word in its broader sense—pharmacy is becoming more and more important. That great surgeon William J. Mayo made the prediction almost twenty years ago, that the future development in the science and art of healing would not be in his field, that of surgery, but in chemotherapy. How fully his prediction has been fulfilled, for instance, in the sulfa drugs!

The age of miracles, in juggling the atoms of the molecule to produce new agencies for combating diseases, has only begun. That is the pharmacist's own domain. In that domain you will be able to work, either as a research worker in some great chemical laboratory, as a manufacturing chemist, or as a prescription chemist. As a research worker, you will be privileged to bring new products into being; as a chemist in a pharmaceutical plant, you will be responsible for producing them; or as a prescription pharmacist, you will be charged with dispensing them on physician's prescriptions, to guard against mistakes and warn against misuse, and to watch the miracle as it is being wrought in the ailing bodies of your neighbors.

The world holds no experience more fraught with import, and even romance. Wittingly or unwittingly you have chosen to be initiated into a favored group—a fraternity pledged to relieve suffering; to stamp out disease; to postpone death until after the father and breadwinner has fulfilled his function, and to stay the hand of senescence, not through the *hocus-pocus* of any fountain of youth, but through the application of science to the problem of controlling the functional changes which make men old beyond their years.

Timely *Tips*

PUT
YOUR COLOR
and
YOUR DESIGN
 IN YOUR CUSTOMERS
 MEDICINE CABINET
with
R BOXES
 and LABELS

DRUG
 ST. LOUIS, MO.
 FINE DRUG

PACKAGE
 INCORPORATED
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**WRITE OR CALL
C. H. SMITH**

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"ORDER BY MAIL
From **MCCOURTS"**

*EITHER FOR IMMEDIATE
OR FUTURE DELIVERY*

● Labels
 — Rolls or Flat

● Boxes

● Physicians & Blanks

—————○—————

Satisfaction Guaranteed
 — or No Sale

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McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
 58 BENNETT STREET
BRADFORD, PENNA.

★ ★

The Seeman Printery, Inc.

Where Good Printing is a Habit

**WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS**

Printers in Durham, N. C., Since 1885

Pharmacy is not only a useful, but an interesting profession—interesting for those who keep alive their interest in it!

Whether you are to be a drudge held to humdrum duty by your daily work, or, on the other hand, one whose tasks are, figuratively, set to music, depends upon yourself. If you see in a prescription only a direction for assembling and mixing a certain number of ingredients, and if you count as your reward only the wages you can induce an employer to give you, or, if in business for yourself, only the profit you can make, then I say you might as well have decided to be a cook in a lumber-camp!

To live a full life in the profession of pharmacy, you must continue the process of education you have commenced at school. For one thing, you must know that you cannot get along without professional books and periodicals any more than the lawyer, the doctor and the engineer. Do not make pharmacy, in your case, a dead profession. Keep it alive—only living things grow. Do not imagine that what the professors have been able to teach you is all that you need to know. It is no disparagement of the faculty to say that you know only a fraction of what you ought to know now. You know even less than that fraction of what you will need to know ten years hence; for the body of pharmaceutical science will continue to grow during the next decade. My prediction is that it will grow much faster than it ever has grown in the past. You must keep abreast. The surest way to become a drudge is to become a back-number. The only way to find pharmacy interesting, is to keep up with Pharmacy.

A pharmacist needs intellectual curiosity. One needs to know not only what to do and how to do it, but why he is doing it. We condemn empiricism in the physician. Is empiricism in the pharmacist a lesser fault? To be sure, you will not be expected to improve on the doctor's prescription; any attempt to do so would be highly unprofessional, and it might get you into serious difficulty. But at that, your responsibility does not end when you have provided just what the doctor has ordered. If you are really competent, you know more about *Materia Medica* and the *Pharmacopoeia* than

the physician does, just as he knows infinitely more about the diagnosis and treatment of disease than you do. You must hold yourself ready to be a true partner to the physician by being able, discreetly of course, to advise him when the occasion arises for choice of alternative ingredients or formulas.

In imparting information to the physician, who is notoriously and quite properly jealous of his prerogatives, you may develop in yourself, as a by-product, an unsuspected quality—you may become a politician! It is possible that the faculty thus developed accounts for the increasing number of pharmacists who have, of late, been *demoted* to public office? Some of them have even gone to Congress, and we are glad to have pharmacists there. We may need them.

Another advantage pharmacy offers as a profession, is that the pharmacist has a unique opportunity to mingle with the people. This is especially true of the pharmacist who owns, or works in, a retail drug store. The "corner drug store" is a magnet which draws the entire population to its doors. It has practically supplanted the town-meeting as the place where community decisions are made. It is the center where opinions are expressed and public opinion is formed. It is the clearing-house for much news which the editor of the local newspaper, for some reason or other, has overlooked.

This characteristic of the drug store has given the pharmacist a challenging opportunity. It has also placed him under an obligation—the obligation to be human, companionable, friendly. It is not a part of the prescribed course of study, but I hope you have learned it—the art of making friends, and of being a friend. In no profession is that ability more important than in pharmacy.

Another thing you will need to learn, if you have not already learned it, is the importance of organization. Those of you who have lived in fraternities know how valuable organization is for social purposes. When you get into the rough-and-tumble of life you will soon learn how important it is for business and professional purposes.

You are leaving cloistered halls for a

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders
Our experience of over 70 years
insures our ability to serve you
satisfactorily



"IT'S FAMOUS

because

IT'S GOOD"



A NEW PRODUCT... For New Profits

EVERCOL

ISOPROPYL ALCOHOL RUBBING COMPOUND

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA

world in which competition is very keen and at times very unfair. You will find competition not only between individuals, but between powerful groups. In this world it is not always the fittest, but more often the strongest, who survive. Against the mighty forces any single person is helpless, except insofar as by merging himself with his group he can add to the total impact.

Doubtless you have heard the Chinese parable of the father who handed his son a bundle of sticks bound together by heavy cords. The older man instructed the boy to break the bundle. With a tight grip and tense muscles, the youth tried, but acknowledged that he was unable to break it. "Remove the cords," the father directed. And having done so, the young man easily broke the sticks, one by one. In pharmacy, too, the individual sticks are easily broken; but when enough sticks are bound together by powerful cords of organization, they can resist almost any pressure exerted from without.

The pharmacists of the United States have two national organizations. The American Pharmaceutical Association deals with the scientific problems of pharmacy; the National Association of Retail Drug-gists, with the commercial problems of pharmacists engaged in the operation of retail drug stores.

The National Association of Retail Drug-gists, which is, numerically, the largest organization of pharmacists, was established forty-five years ago. It has members in every state in the Union; and every member is actively engaged in the retail drug business. It publishes bi-monthly a magazine, the N.A.R.D. Journal, with which you are doubtless familiar. Its central office is in Chicago, and it also has offices in New York and Washington.

This organization has a number of notable legislative victories to its credit. It sponsored the passage of state Fair Trade laws, of which there are now forty-five. These measures permit manufacturers of branded merchandise to enter into contracts with retailers, establishing the minimum prices at which such merchandise may be sold at retail; upon notice, these minimums are

binding on non-signers. In order to make the contracts legal in interstate commerce, the National Association procured the enactment, by Congress, of the Tydings-Miller Fair Trade Enabling Act, which is an amendment to the anti-trust laws.

The National Association of Retail Drug-gists also sponsored the Robinson-Patman Act, which outlawed manufacturers' quantity discounts and advertising allowances not available to all retailers on equal terms. This law was designed to remove the discrimination from which small retail drug-gists suffered in competition with the great chain-store systems.

For many years, the National Association fought to obtain a tax differential on alcohol used for medicinal purposes, and recently it won a long-deferred victory.

Just now, the chief legislative objective of the N.A.R.D. is to get for pharmacy the same recognition in the armed forces that the medical profession has long enjoyed; and to that end it is putting its organized strength behind the Pharmacy Corps Bill, the House author of which is Representative Carl Durham of North Carolina, himself a pharmacist.

Perhaps no better example of the need for organized effort in pharmacy could be adduced, than the treatment of pharmacists in the United States Army. A pharmacist inducted into the armed forces is probably more likely to become a cook or a truck-driver than to be assigned to the Medical Corps; and if he is lucky enough to get into the Medical Corps, he is more likely to be assigned to the task of emptying bed-pans than that of compounding and dispensing medicines. The pharmaceutical work is done by men without previous training—they may have been janitors or hod-carriers—who are given a 90-day course in preparation for their new duties.

What do these "90-day wonders" have that you do not? It has taken you four long years of hard labor to reach the place where you are today. In one-twelfth that time, often without a preliminary high-school education, these army "pharmacists" learn all that they will ever know, all that the high command expects them to know, about pharmacy.

THE AMERICAN WAY

IS THE WAY FOR YOU

The best is none too good for our policy-holders—at a real saving in cost.

You deserve the best in fire insurance. Safer, stronger, more dependable and fitted exactly to Drug Store needs.

A card will bring full particulars.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

Some of Our State Agents

MR. E. F. RIMMER
Box 377
Sanford, N. C.

MR. A. A. COLEMAN
Greenwood, S. C.

SPECIAL DEAL High Potency Tablets

VITAMIN B COMPLEX

\$1.50 per bottle of 100

5% discount on 12 bottles

Retails for \$2.85

Good Value

Scientifically Correct Products

L. P. MAYRAND

Manufacturing Chemist
GREENSBORO, N. C.

One of two conclusions in inescapable: either the state has imposed on you in requiring you to spend four years to become a pharmacist; or the nation is imposing on its men in uniform, its defenders, by letting unqualified men handle and dispense powerful drugs and potent medicines with precious human life at stake. The soldiers are entitled to the best that the states prescribe for the protection of their civilian populations. The standards in the Army should be as high as in civil life. The United States cannot afford to be the only advanced nation in the world to turn pharmaceutical responsibilities over to non-professional "pharmacists."

One unfortunate result that may flow from the present situation is that the 90-day "graduates" will be confirmed in the notion that they are pharmacists. When peace returns they are likely to take the position that if they were good enough to dispense medicines to soldiers, they are good enough to dispense for their communities. With the organized power of returned veterans, with their prestige and influence, they are quite likely to bring pressure to bear on politically minded legislators to amend the pharmacy laws in such a way as to permit these 90-day men to practice pharmacy without undergoing the long and rigorous training you have had.

Pharmacy has fought long and hard to establish its present standards—standards which should be nowise inferior to those of the medical profession. My opinion is that pharmacy may have to fight just as long and just as hard to preserve and maintain those standards. In that battle we shall be successful only if we are fully organized.

The Army prizes what is known as esprit-de-corps. We, too, must develop an esprit-de-corps. Like Dumas' Three Musketeers, we must be "one for all and all for one." While preserving each his own individuality, we need to recognize always that the welfare of the unit is, in a larger measure than we are wont to think, dependent on the welfare of the group.

It is no soft and easy life on which you are about to embark. Your hours will be

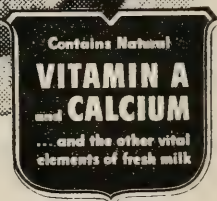
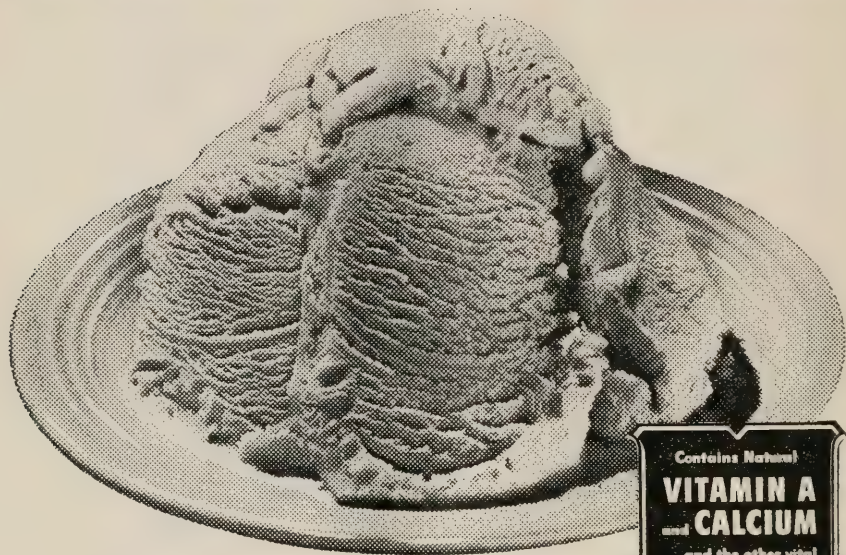
long and your labors arduous. Your responsibilities will be heavy. Some of your reward you will have to collect in the form of inner satisfaction—the satisfaction of knowing that you are rendering an essential, and even noble, service. In closing I can think of no better message to leave you than that which was penned some years ago by a man who was an ornament to our profession and who recently passed beyond. I am referring to Walter Cousins, the late editor of the Southern Pharmaceutical Journal. He wrote the Creed of the Pharmacist, and I commend it to you, to read and to read again, until it is indelibly etched in your memory!

"I am the faithful slave who answers your calls in the morning, in the evening, or the noontide or the night. I am the world's utility man. My office hours are any hour of any day in the year. My mission is one of service to humanity. My work is a skilled one on which the well-being of the afflicted depends, and in which there is no place for a drowsy brain or bungling hand, lest they take a human life. I feel the weight of my responsibility, and note that age is creeping upon me ahead of the years; but when I have answered your last call and the long vigil is ended, methinks I shall hear the wee small voice saying, 'He helped the world by service to mankind,' and this shall be my reward."

In certain sections of North Africa, malaria is reported to be knocking our boys out faster than the enemy. Quinine is desperately needed . . . so let's start it rolling towards the front.

We are pleased to have our efficient reporter from Charlotte back with us this month. For the past month Mrs. Smith has been visiting in Florida (Daytona Beach), later in New Orleans and Little Rock, Arkansas. She reports a "wonderful trip."—Ed.

Wartime Nutrition



When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

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News Notes from the Home Front

John H. Hardwicke, Jr., son of pharmacist **S. J. H. Hardwicke** of Wake Forest, has been advanced in rank to first lieutenant in the Army Medical Administrative Corps at Fort Benning, Ga. Before entering service Lt. Hardwicke was in the drug business with his father.

Closed for the duration: East Bend Drug Store of East Bend. The owner, **W. C. Joyner**, is in service.

Jesse Lee Smith, of Robbinsville, a graduate of the U. N. C. School of Pharmacy, is now working in the Duke Hospital Pharmacy, Durham.

For the past three months **H. O. Champion**, of Waynesville, manager of Smith's Drug Store in that city, has been on the sick list . . . he has recovered sufficiently to return to the store on a part-time basis. . . . **Brem Bonner** has been added to the store's registered personnel.

Paul B. Bissette, President of the N. C. P. A., was recently appointed Disaster Relief Chairman of the Red Cross for Wilson County . . . shortly after the appointment a tornado destroyed several barns in the county so he had to begin work immediately.

F. O. Bowman has been a patient in the McPherson Hospital, Durham, for the past ten days . . . a severe nasal infection.

David F. McGowan, stationed at Quantico, Virginia, now has his "bars" . . . recently commissioned a second lieutenant. **Henry E. Smith**, stationed in the Medical Dispensary at Fort Bragg for the past year, has been promoted to Sergeant and transferred to Camp Butner.

Eli Lilly and Company recently introduced to the medical profession "Thizodrin" (Sodium Sulfathiazole and Desoxyephedrine, Lilly), indicated in the relief of infection and congestion of the nasopharyngeal tract. "Thizodrin" may be applied either as an intranasal spray or on cotton nasal tampons.

Dr. J. W. Reid of Lowell has purchased the Victory Drug Store, South Gastonia, from **Rufus Ratchford** and is continuing to

operate it under the management of pharmacist **J. W. Sheppard** . . . Mr. Ratchford has accepted a position with Rhyne's Drug Store, Gastonia.

The Moss Drug Company, Cramerton, was destroyed by fire recently. Plans are already underway for reopening the business.

W. Ronald Lane, proprietor Brooklyn Pharmacy, Wilmington, was recently nominated as a candidate for the mayorship of his city . . . the nomination is equivalent to election.

The Norwich Pharmacal Company is spotting the map with local radio and newspaper campaigns on top of thorough coverage with national magazines to step up the demand of Pepto-Bismol.

Stacy G. Nelson of Beaufort purchased the Aulander Pharmacy, of Aulander, on April 9th and immediately reopened the business under the same name. The Pharmacy has been closed for several months . . . the former owner, **Russell D. Outland**, entered the Army this past Fall.

R. E. Kibler, Morganton pharmacist and member of his city's Board of Aldermen for the past ten years, has been elected mayor of Morganton . . . he shares honor with his nearby fellow druggist, Earle Tate, who is mayor of Lenoir.

Four of the nation's top men in their fields will act as judges in a pharmaceutical window display design contest being conducted by *Modern Pharmacy*, publication by Parke, Davis & Company. Entries for the contest, which closes June 1, are pouring in from all parts of the country.

"Who is Frank Wills Hancock" writes Jimmy Wallace in a recent issue of *The Daily Tar Heel*. This time it's not a question of "who dunnit" but "who is it" says Wallace. "In order to maintain a full quota of trustees on the University Board, the last General Assembly selected 25 new members who were to take office this month."

"It seems, however, that one member who was selected was named Frank Wills Hancock. A perfectly good name for anyone to have. Confusion arose, however, as the

A Palatable Tonic for Erythrogenic Stimulation

LIVITAMIN

Each fluidounce represents:

Fresh Liver (as liver concentrate).....	3 ozs.
Thiamine hydrochloride (B ₁).....	300 U.S.P. Units
Riboflavin (B ₂ , G).....	1000 gamma
Nicotinic acid (PP Factor).....	25 mg.
Pyridoxine hydrochloride (B ₆).....	187 gamma
Pantothenic acid.....	2315 gamma
Filtrate factor.....	20 J. L. Units
Iron and Manganese peptonized.....	30 grs.

Livitamin enables the physician to prescribe adequate doses of iron in a readily assimilated and well tolerated form, supplemented with all the recognized factors of the vitamin B complex and the antianemia liver principles. The iron and manganese peptonized in Livitamin cause no gastric disturbance. It is a palatable tonic that children will take readily.

Supplied in

8-OZ. BOTTLES

THE S. E. MASSENGILL COMPANY

Manufacturing Pharmacists
Bristol, Tenn.-Va.

Distributors
San Francisco

New York

Kansas City

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA

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Raleigh *News and Observer* stated, when it was found that there were *three* Frank Wills Hancocks. The result? Who was to be appointed?"

According to Mr. Wallace "this is one time the knot was tied well, but some loose ends were left dangling."

A new analgesic and antiseptic for use in genito-urinary conditions has been added to the line of E. R. Squibb & Sons under the name, "Cajandol." A preparation of 5 per cent oil of cajeput dissolved in peanut oil, with 0.1 per cent propylparahydroxybenzoate as preservative, Cajandol was developed at the Brady Urological Institute, Johns Hopkin Hospital, and has been in use there during the past several years. The product is supplied in one-pint bottles.

L. C. Jumper of Black Mountain has been nominated a candidate to his city's Board of Aldermen . . . the election will take place at an early date.

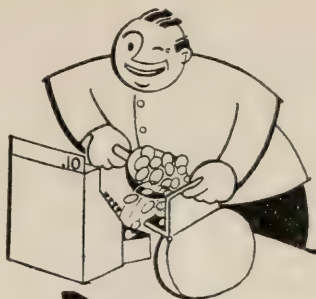
Pharmacist T. R. Cole of Pinehurst recently presented to the museum at the U. N. C. School of Pharmacy a horn balance taken from a German First Aid Station near Thiaucourt, France, in World War No. 1. The balance is in an excellent state of preservation.

H. M. Clark of Williamston, but more recently of Quantico, Virginia, has accepted a position with Tom's Drug Store, Wilmington.

The case against Ralph E. Fickenworth and Thomas J. Johnson, sailors stationed at the Navy Pre-Flight School at Chapel Hill, for hitting pharmacist C. H. King of Durham as he attempted to lock the door at Whelan's Drug Store was dropped on April 27th.

Bynum's, Drug Store, New Bern, was totally destroyed by fire recently. The loss was partially covered by insurance. C. W. Bynum, the owner, plans to reestablish the store just as quickly as possible.

Cooley's Pharmacy, located at 1620 Glenwood Avenue, Raleigh, opened its doors on May 3rd. The new business is owned and will be managed by Frank R. Cooley, formerly manager of Walgreen's in the Capitol City.



**It pays
you 4 to 1!**



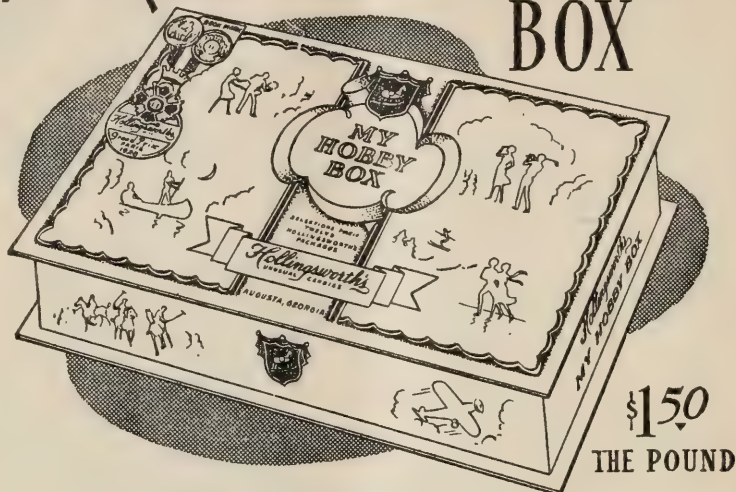
If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

We Recommend.. MY HOBBY BOX



For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



GRAND PRIZE
PARIS 1928

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"He Controls from the Flea to the Elephant"

(Raleigh police arrest herb doctor who claims to "know all, see all, tell all." Details reprinted from Raleigh News and Observer).

A dark-skinned "medicine man" who claims to "know all, see all, and tell all" was having difficulty yesterday afternoon explaining to local police why he had 10 gas ration books, two pistols, and a rifle in his possession.

While officers removed boxes and packets of letters, papers, medicine, roots, and other paraphernalia from the car, detectives quizzed the medicine man about the pistols, the sawed-off rifle, and the gas ration books found earlier in his car. The ration books—nine "A" books, one "C" book, and a number of loose coupons—were turned over to the State OPA enforcement officials, who immediately drew a warrant charging Antorg with violating OPA regulations.

Various Names

Antorg, who claims that he is a Puerto Rican, told officers that his professional name is Dr. F. Cohen and that he went under the name of Henry Chandler when he served as an Army private in World War I. Papers found in the car revealed that Henry Chandler had served in World War I and had been a patient at the Veterans Administration, Mountain Home, Tenn., for a period of time.

"The Prince of Jerusalem," as one of his pictures found in the car was labeled, claims that he is a preacher, a doctor, and a medicine vendor. He refused to tell why he was carrying the pistols, rifle and extra gas ration books. He had no explanation for the extra 20-gallon gasoline tank found in the car.

When asked if he had a peddler's license, Antorg showed officers a paper from Wake County Commissioners, certifying that "Henry Chandler shall be permitted to peddle wares in this county for a period of one year, free from tax because of physical disability." The paper was dated "February 1, 1943."

"Magic Oil"

Three boxes of bottled medicine, roots, and costumes were found in the back seat

of the car. Labels on the medicine read: "Magic Jerusalem Oil, Relieves any pains in three minutes. Arthritis, Lumbago, Headache, Rheumatism, Stiff Joints and Muscular Pains. . . . Active Ingredients: Mineral Oil, Oil of Eucalyptus, Oil of Mustard, Methyl, Salicylate, Natural Color, Etc. Price 50 cents. Prepared for Cohen Herbs and Roots Medicine Co., 424 E. King St., York, Pa. Keep Away from Fire."

Business Cards

Dr. F. Cohen is a modest fellow. This is what was printed on his "business card."—"He controls from the flea to the elephant! Bring your troubles to Doctor Cohen. He will positively help you! Natural and Supernatural Spell. Dr. F. Cohen, assisted by Madam Francis, The Seven Sisters. Those who Know All, See All, Tell All. Grand Super Masters of Phrenology, and Spiritual Advisors."

Scattered around the floor and in the dashboard compartment of Antorg's car, officers found a number of watches, rings, crosses, and cheap jewelry. A human skull, with the word "Hitler" written on the top, also was found in the car.

In going through Antorg's papers, officers found a letter that showed that the medicine man had served time in a prison in Oglethorpe, Ga., police said. The letter did not state why he had been sent there.

Another letter, this one addressed to "Felipe C. Antorgorgie," Oglethorpe, Ga., and dated April 25, 1942, was on official stationery of Bolivar Pagan, resident commissioner of Puerto Rico. The letter, written in Spanish, stated that the commissioner had received Antorgorgie's letter and he enclosed "good wishes for success."

A split 50-cent piece and a dollar bill that was torn into a number of pieces were found in Antorg's pocketbook.

Any Relatives?

Questioned as to whether he has any relatives in the United States, Antorg told Detective Robert Goodwin: "I have a brother named Felipe living in South Carolina."

"Is he Felipe too?" asked Goodwin in surprise.

"Yes, he is Felipe Two. I am Felipe One and he is Felipe Two—and we are twins

and we are both juniors because our father also was named Filipe," explained Filipe One Antorg.

"Speaks 21 Languages"

Filipe One was arrested by Detectives Maddrey, H. L. Peebles, and G. A. Privette. Detectives hadn't settled last night on just what charges are to be brought against Filipe, but they indicated that charges of "carrying concealed weapons" are sure to be lodged against him. He was booked for "investigation" when taken to headquarters.

In the meantime, Filipe—who claims that he can speak 21 languages—makes it plain to police that he doesn't want to do much speaking on subjects in which they are interested.

Deaths

Dr. Walter J. Lackey, 36, a lieutenant in the Army Medical Corps stationed at Columbia, S. C., was burned to death in his home there on April 30th.

Prior to his entrance into service, Dr. Lackey operated a drug store in Fallston as well as carrying on a large medical practice in that area.

Student Branch Activities

By ED. T. BEDDINGFIELD

The Student Branch had two very interesting meetings during April. On April 15th, Doctor Ralph W. Clark of the Pharmacy Service Department, Merck & Company, and a former member of the staff of the U. N. C. School of Pharmacy, was the principal speaker. Dr. Clark presented an informative discussion on "Public Relations of Pharmacy," which was followed by an open forum in which the speaker answered questions from the audience.

The second meeting of the month was held April 27th at which time President Paul B. Bissette of the State Association addressed the Branch on "The Forgotten

Man of Science." President Bissette reminded the group that the profession of pharmacy has made considerable scientific and educational progress since the last war but that progress in the field of public relations "has been almost nil" with the result that pharmacists are not recognized as vital cogs in the public health machine by members of allied professions, by military authorities and by the general public.

The speaker told of efforts that are being made to remedy this situation and of methods that students might use to co-operate in an intensive drive to improve public relations.

Plans for the Association's "War Service Conference" were outlined by President Bissette; student members were urged to attend the meeting.

Look into this LIQUID vitamin
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ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

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GREENSBORO, N. C.

May 18 and 19



W. H. King Drug Company

Wholesale Druggists

Raleigh, N. C.

"The House of Friendly and Dependable Service"

The Carolina JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

YEAR BOOK of the North Carolina Pharmaceutical Association

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June, 1943

1880



1943



HEALTH AT HOME



The pharmacist's place in the current public health picture becomes more and more important. With 50,000 physicians serving with the armed forces, there are too many patients here at home and too few doctors to care for them. The pharmacist clearly understands his limitations. He knows that he is not qualified to render medical aid or to discharge the function of the physician. On the other hand, he is conscious of his ability to assist the doctor in support of the public health program. He endeavors, at all times, to lighten the work of the physician.

The pharmacist should emphasize the importance of preventive medicine, recommend ways and means of saving the doctor's time. Above all, he should provide day-by-day information on current markets, and suggest rational replacements for prescription items currently unobtainable. In this respect your Lilly medical service representative can be of great help. He, like you, is interested in the conservation of health at home. Your Lilly man works for you, never against you. That is the Lilly Policy.

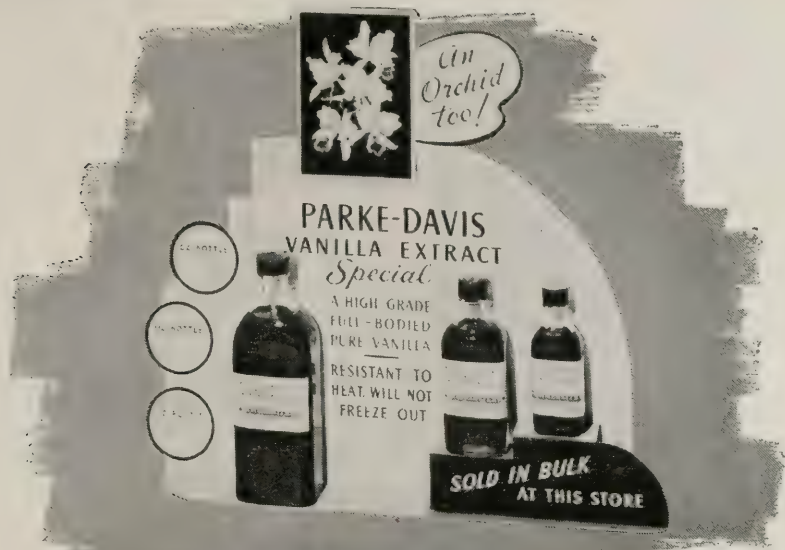
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Lilly medical service representatives are promoting and physicians are prescribing 'Thizodrin' (Sodium Sulfathiazole and Desoxyephedrine, Lilly), an effective antibacterial and decongestive preparation for the treatment of nasopharyngeal infections.

'Thizodrin' may be applied as an intranasal spray, as a nose drop, or on nasal tampons. Supplied in one-ounce dropper assembly packages, and in one-pint and one-gallon bottles. Your specifications are invited.

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RICHMOND, VIRGINIA

The Proceedings
of the
Sixty-Fourth Annual Meeting
of the
North Carolina Pharmaceutical Association
held in
The Ball Room
O. Henry Hotel
Greensboro
North Carolina
May 18, 19, 1943

EDITED BY W. J. SMITH

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FIRST SESSION

The opening session of the Sixty-fourth Annual Meeting of the North Carolina Pharmaceutical Association and War Service Conference convened at the O. Henry Hotel, Greensboro, N. C. on Tuesday evening, May 18 at 7:30. President Paul B. Bissette presided.

Lt. L. J. Loveland, President of the Traveling Men's Auxiliary called his group to order, and Mrs. P. D. Gattis, President of the Women's Auxiliary declared that body in session.

The Rev. Samuel Sox of Greensboro pronounced the invocation, following which he led the audience in singing "America."

President Bissette then adjourned the joint meeting of the three groups and declared the first session of the North Carolina Pharmaceutical Association in session.

The President then turned the meeting over to 1st Vice-President R. P. Lyon of

Charlotte, who called for the President's address.

PRESIDENT'S ADDRESS

Mr. Chairman, Fellow Members of the North Carolina Pharmaceutical Association, Honored Guests, Ladies and Gentlemen:

There may be some of you here who feel that this meeting should not have been held. There are, perhaps, some who feel that it should not have been curtailed in any manner. Please let me assure you that it was only after long deliberation and serious consideration by your executive committee that this "War Service Conference" was evolved. It was their studied opinion that the continuity of annual meetings should be maintained. Because of scarcity of help and the multitude of other problems brought on by this, the greatest of all wars, it was decided that a long convention would not find favor with either our own membership or the public at large.

The committees on arrangements have done a magnificent job of streamlining every detail of this conference. Only the most essential parts have been retained on their agenda.

In order to give you the full benefit of the splendid program that has been provided, it will

be absolutely necessary that all meetings begin promptly at the appointed hour. Without your wholehearted cooperation this, of course, will not be possible.

It is, I believe, one of the duties of the president to make, at this time, a report of the activities of the Association for the year. This I shall do as briefly as I can.

It has been my privilege and pleasure to attend, along with several other members of our Association, two meetings of The Virginia Pharmaceutical Association, one in Roanoke last spring and the meeting held in Richmond early this month.

Our delegations were extended every possible courtesy and these meetings were interesting and valuable as well.

You may be assured that we were ably represented at the meeting of the American Pharmaceutical Association by Dean J. G. Beard of the School of Pharmacy at the University of North Carolina. We appreciate his valuable assistance to the Association at all times.

Our delegation at the N. A. R. D. meeting in Chicago included Dr. P. J. Suttlemyre of Hickory, Mr. C. L. Eubanks of Chapel Hill and your president. Dr. Suttlemyre, as you well know, is a member of the executive committee of The National Association of Retail Druggists and received his honorary degree of Doctor of Pharmacy from the Southern College of Pharmacy in Atlanta when he delivered the commencement address there on March 18th. We are all very proud of this new honor which has come to our fellow member. We rejoice with him.

It was also my privilege to attend with our secretary, Mr. W. J. Smith, a meeting of the secretaries and other officers of state Pharmaceutical Associations held in Washington on April 3rd and 4th. This conference was called jointly by the officials of the N. A. R. D. and A. Ph. A. and was held in the beautiful American Institute of Pharmacy Building on Constitution Avenue.

Since all of these meetings have been well covered by the trade press, I shall not attempt to elaborate on them.

Our membership has maintained its normal healthy growth, and we may all take particular pride in the splendid progress made by the student branch of our organization at the University. This branch has attained the distinction of having, during this year, the greatest Association membership in its history.

Your Association was active in the "Buy Bullets for Our Men" War Stamp Program. Arrangements were made with more than a dozen radio stations in the state to carry spot announcements urging the purchase of war stamps and bonds at "Your Drug Store." According to a report from The Treasury Department, North Carolina, with an independent store average of \$329.58, placed third in the Campaign. Only two states, West Virginia and Alabama, exceeded this average.

Your president was honored with the privilege of activating this Campaign in a talk over Station WPTF in Raleigh on May 15th of last year.

The Carolina Journal of Pharmacy has during the year undergone a complete change of format. The cover pages are now being done in alternating colors. The advertising lineage and advertising rates have both been increased. Its circulation is, today, above the thirteen hundred mark and while it was operating in the red in 1942, it is now showing a satisfactory profit.

Because of the constantly growing number of regulations, orders and directives coming out of Washington, it has become necessary to supplement the *Journal* with separate mailings covering the more urgent of the War-time regulations.

Five of these mailings have gone out to you and in addition, and since August of last year, you have received six issues of the *Tar Heel Digest*, the new monthly publication of the Association.

The North Carolina Pharmaceutical Association played its part, too, in the observance of National Pharmacy Week. In addition to supplying articles to most of the newspapers of the state, leading pharmacists made talks over eleven key radio stations with Pharmacy and Pharmacy Week as their subjects.

The activities of the legislative committee which were so ably directed by its Chairman, Mr. P. D. Gattis, will be reviewed by Mr. Bowman in his report tomorrow.

This great war with all of its tragedies and horrors must have some compensating factors. One of these may be the ultimate fixing of a schedule of shorter work hours for Pharmacists and drug store employees in general. Your Association has cooperated with various cities and towns in the state toward the adoption of shorter hours. This movement has been a particularly successful one.

Mention should be made, I think, of the "Victory Conference" held in Raleigh on December 8th. It was the consensus of opinion, I believe, of those present that this was one of the most interesting and successful meetings sponsored by this Association in recent years. Guest speakers at this meeting were Major T. H. Upton of State Selective Service Headquarters, Mr. Earle Jones of The W. H. King Drug Company and Mr. Willard Dowell of the North Carolina Merchants Association.

Major Upton and all other officials in the office of the State Selective Service System have been very cooperative with the officials of our Association. A goodly portion of your secretary's time has been spent in assisting members in determining their rights and responsibilities under the Selective Service Act. Statistical reports have been prepared for officials in Washington showing the number of Pharmacists available in the state and other data that have been of untold value to both our government and ourselves.

We have also assisted leaders of our national Association in Washington in securing for Pharmacy the classification "essential" and the issu-

ance of Occupational Bulletin Number 44. While this is a very definite accomplishment and constitutes a recognition of our profession by the Selective Service System, it must be remembered that the deferment authorized by this bulletin applies only to those persons who are licensed to practice Pharmacy in conformance with state laws. It does not apply to pharmacists when engaged in other than the practice of Pharmacy or other persons who may be employed in a Pharmacy or drug store.

I should like, at this time, to express the appreciation of the Association to those of our members who have contributed so generously to the Fair Trade Bureau this year. The Office of this Bureau has been moved to the office of the Pharmaceutical Association in Chapel Hill. This move has not only effected an economy in the operation of The Fair Trade Bureau but has permitted a consolidation of the two offices which, in the opinion of your executive committee, will redound to the benefit of both.

Your Association has been able to render service in a number of instances when problems of a purely local or sectional nature have arisen. Typical of this type of service, perhaps, was the paper cup controversy in Charlotte, during the early part of last August. This was a situation that was brought about principally by misunderstanding and misquotations. Upon learning of the difficulty, your secretary and president conferred with Dr. Carl Reynolds, State Health Officer, in Raleigh and immediately went to Charlotte to offer the services of the Association to the Charlotte druggists. We conferred with a representative group of local druggists upon arrival and attended a dinner meeting of the Charlotte Drug Club on the following evening. As a result the matter was settled to the satisfaction of all parties concerned.

As I have stated previously this represents a brief résumé of the activities of your Association. The work in every department has, of course, been greatly accelerated by the war effort.

The accomplishments of your Association during the past year, and during every year of its existence, have been made possible by the untiring loyalty and cooperation of its membership. As this has been true in the past, so will it be true in the future.

Ladies and gentlemen, we in Pharmacy, and for that matter those in practically every profession and business in our great country, are rapidly approaching the threshold of a new and vastly different post-war world. It is our duty and obligation as individual pharmacists and our collective duty and obligation, if you please, in the North Carolina Pharmaceutical Association to begin now to find and to plan our place in that world of tomorrow. It will be a world victorious for Pharmacy, only if Pharmacy injects into its planning, its strategy, and its leadership the same kind of planning, strategy, and leadership that is now bringing our armed forces so much nearer their final victory.

The world is changing, much as many of us

may regret it. Unless we are alive to this fact, and unless we try to direct those changes, in so far as they affect the practice of Pharmacy, we shall be left at the proverbial hitching-post and instead of leading we shall be led.

The Pharmaceutical profession must evolve a plan of its own and work and fight for its adoption. We must look ahead and take into consideration the trends already under way. We must harness those trends and drive them or they will drive us.

We must consider new and better methods of serving a war-changed world, of maintaining and improving a great public service that will command the respect and acclamation of a post-war world.

We must consider many factors in evolving a policy, factors such as the distribution of pharmacists; requirements for licensure, the effect of millions of men returning to civil life with their demands on a paternalistic government.

Pharmaceutical matters must be decided by pharmacists and changes must be led by pharmacists or there will be chaos and regression rather than smooth functioning and progress.

We've heard a lot of late about socialized medicine. The house of delegates of the Medical Society of the State of New York earlier this month voted unanimously for the working out of a plan for: (and I quote from their resolution) "Providing medical care for all, under the leadership of the medical profession." This is, in effect, socialized medicine initiated and dictated by the medical profession.

Professional changes will necessitate Associational changes. Both, I believe, must be anticipated and plans for the readjustment worked out well in advance. Changes in the customs and demands of the public we serve may require changes, possibly marked changes, in the kind of service we must render. These changes may in turn compel changes in the structure and operation and in the type of service our Association must render its membership.

I recommend, therefore, that this body appoint a committee to be known as the Post-War Planning Committee of The North Carolina Pharmaceutical Association. This committee to be composed of the executive committee of this Association, the dean of the School of Pharmacy at the University of North Carolina, and the president of the State Board of Pharmacy. This committee to select five members at large, one of whom shall be a representative wholesale druggist, one a representative of the drug manufacturing industry and one a hospital pharmacist, and in recognition of their entry into the profession in constantly increasing numbers a woman pharmacist and a retail pharmacist actively engaged in the practice of his profession. The new president of this Association to be temporary chairman and the secretary temporary secretary. The first meeting of this committee to be within thirty days of this date at which time a permanent president and secretary be elected and appointment be made of the five members at large.

The duties of this committee to be the development of recommendations to this body or to its executive committee of such changes in the practice of Pharmacy and the conduct of the drug industry as their deliberations and current trends may dictate. They should work toward the constant improvement of Pharmacy and pharmaceutical service by pharmacists and not by governmental or lay agencies. This committee to concern itself with the broad principles of a long-range program which can bring to us a policy of our own that we can set up not only in opposition to ill-advised and often crackpot theories, but in advance of many of them.

We must be constructive leaders. Such a committee, to my mind, would not complete its work in one year or two years. It would evolve a program gradually and such a program might be changed from time to time as conditions changed.

I would, now, like to devote a few minutes to the discussion of The American Foundation for Pharmaceutical Education and its relationship to our own pharmacy student problems. The American Foundation for Pharmaceutical Education is the outgrowth of a movement begun some years ago in the National Drug Trade Conference and is based upon the obviously sound proposition that as the manufacturing drug industry derives much of its earnings from the pharmaceutical profession, the obligation rests upon the industry to dedicate some of these earnings to the aid of pharmaceutical education which, in the final analysis, is the bed-rock support of all pharmaceutical activities. This Association proposes to set aside a sum of money to aid in this work.

As retail pharmacists, we are particularly gratified to note that among the members of The Foundation are The National Association of Retail Druggists, The American Pharmaceutical Association, The American Association of Colleges of Pharmacy, and the National Association of Boards of Pharmacy. The mere fact that these special organizations have made common cause with the associations of the great drug manufacturers is most encouraging. This suggests a cooperation between drug interests which is so essential to the proper consideration of pharmaceutical problems. The Foundation is now making a survey of the problems confronting our Colleges of Pharmacy, and is preparing to solicit funds from the drug industry for meeting their immediate needs, some of which have become acute due to the effect of the war upon their enrollment, faculties and other personnel. The funds so collected, let me say, will be distributed by a Board of Grants, a body made up of some of the most distinguished educators in the Country, and other men holding high place in the esteem of the drug industry and retail Pharmacy.

This is definitely a constructive effort in behalf of pharmaceutical education and deserves our support.

There is a job to be done here at home, too. One of our most urgent and immediate problems is to provide our own Pharmacy Colleges with

students, and what is still more important to the future of the profession, provide them with the right kind of student material.

It seems to me that the answer to this problem is the establishment of Pharmacy scholarships. Yes, and scholarships based on high-school scholastic attainment.

We are extremely grateful to those friends of pharmaceutical education who are now supporting scholarships at our University. The Women's Auxiliary of our Association added the sum of \$307.75 to their fund at the school during the current year. The Winston-Salem Drug Club has established a scholarship at the University under the name "Forsyth County Pharmacy Scholarship."

The Scott Drug Company of Charlotte, The Justice Drug Company of this City, The W. H. King Drug Company of Raleigh and The B. C. Remedy Company of Durham also have a scholarship at the University and our own Association scholarship has been continued. Again, may I express the appreciation of the profession of pharmacy to these organizations and business houses for their splendid spirit of cooperation.

Ladies and gentlemen, let's accept this as an example and as a foundation on which to build a stock-pile of scholarships that will make available a pharmaceutical education to every worthy North Carolina boy or girl who desires a pharmaceutical education and who faces the possibility of seeing it by-passed because of the lack of necessary funds.

The Virginia Association solicited scholarships at one of its meetings and, while I did not keep an accurate count, I do know that the response was amazing. I will estimate that at least seven or eight scholarships were subscribed within a period of less than ten minutes.

I recommend that the executive committee of this Association formulate a campaign for the solicitation of scholarships in the Pharmacy School at the State University. These scholarships to be made available to worthy boys and girls graduating from the high schools of our state. Eligibility for these scholarships to be determined by their donors or by the executive committee.

Dr. E. F. Kelly, Secretary of the American Pharmaceutical Association, in an address before the Georgia Pharmaceutical Association last month said, and I quote, "We must make the American people conscious of the service which the pharmacist renders."

Irvin S. Cobb once said, after marvelling at the scenic wonders of our great state, "What North Carolina needs is a good press-agent." Well, North Carolina has its press-agent and no state in the Union has ever had a finer public relations specialist than our own Governor Broughton. His splendid work, of course, being ably supplemented by our State Department of Conservation and Development. But what about Pharmacy and North Carolina Pharmacy in particular? Dr. Kelly, being the mild-mannered man that he is, in my opinion told only a part of that story and told that part without sufficient force

to startle even the Georgia pharmacists out of their smug complacency.

"The people of America" and the people of North Carolina in particular not only *must* but *shall* be made more conscious, not only of the services which the pharmacist renders but of the pharmacist himself, the retail drug store, the wholesale drug house, the pharmaceutical manufacturer, yes, the entire profession and the great drug industry of which we are an integral part.

We have moved up our educational requirements, we have raised our educational standards, we have improved and increased the number of our educational institutions, our manufacturing and compounding methods have shown constant and rapid improvement, our retail stores have kept pace and so what? It is becoming increasingly obvious that the only people who know about all of these things are those of us within the profession itself.

Purely for the purpose of comparison and for the establishment of a yard-stick by which to determine our own potentialities, let's take a look at the medical profession. Here's a profession that in the 1880's, because of quackery, lack of educational requirements and lack of supervision over practicing physicians found itself in a quagmire of professional disrepute. Since that time, the great and honored profession of medicine has made an almost phenomenal progress. This is a profession, if you please, whose own code of ethics does not permit it to advertise, yet is would not be news to you, I believe, if I should say that the medical profession is the most highly and the most favorably publicized profession in our country today.

From this point of view it would seem that we are asleep at the switch.

Has it occurred to you that The North Carolina Pharmaceutical Association with its seeming multitude of committees does not even have a committee on public relations. I know of no other professional association without one.

While I have no desire to foist upon this Association a bureaucratic form of government, I do believe in the necessity particularly, at this time, for a committee on Public Relations and I recommend, therefore, that the president of this Association be empowered to appoint a committee of five. This committee to be known as the Public Relations Committee. Its primary duty to be the promotion of a more favorable relationship between pharmacy and the drug industry as a whole and the general public. It to assume the responsibility of publicizing the profession and practice of pharmacy in North Carolina. To be empowered to solicit and receive funds for the purpose of financing publicity campaigns or programs. I further recommend that this committee be appointed immediately following this conference and that a meeting be held within thirty days from this date, for the purpose of determining the future activities of the committee.

In connection with the operations of this public relations program I can think of no more prolific a source of genuine interest-compelling

human interest stories than the drug stores of North Carolina. These stories embellished with appropriate photographs should make extremely interesting reading in the Sunday editions of the newspapers of the state and in such publications as Carl Goerch's *State Magazine*.

During every period of national emergency in our country's history, pharmacists have been called upon to render some important service. In every instance they have responded nobly and spontaneously.

In this world-wide conflict the pharmacists of the nation have been called upon to perform a service that is probably more peculiar to their profession than most of the others.

In the war-torn world of today American troops are stationed in practically every nook and cranny of the globe. North Africa, the Solomon Islands, Burma, India, China and many other of their outposts are malaria-infested areas and in most instances are infested with a particularly virulent type of malaria.

Our military operations cannot be maintained in these sections unless adequate supplies of anti-malarial drugs are available. Malaria could—but *must not*—defeat or delay our war effort.

Even though Atabrine and other synthetic anti-malarials are being used in tremendous quantities, quinine is vitally needed for our soldiers abroad because this drug has a faster action, brings the malaria under control more quickly, and thus shortens the length of time the soldier is incapacitated. Quinine is also necessary for use in cases which cannot tolerate Atabrine and other synthetic drugs.

Practically our entire supply of cinchona bark for the production of quinine came from the Dutch East Indies, which are now in the hands of the Japs. Such quinine as we now have in this country is about all we will have for the duration. So we must use it where it will do the most good.

The terms of conservation orders M-131 and M-131-A prohibit the sale of quinine except for the treatment of malaria. Later orders have still further restricted its use. This means that hundreds of ounces of this precious drug are frozen in the stocks of retail and hospital pharmacies throughout the country.

The Army and Navy have asked the pharmacists of America to contribute their surplus stocks of quinine and other cinchona alkaloids for the use of soldiers overseas who need these drugs urgently.

As you know, The American Pharmaceutical Association has set up a National Quinine Pool in their headquarters in Washington. Here contributions of pharmacists are being prepared for reprocessing and turning over to the government.

It has been my privilege to visit this Pool and while hundreds of precious ounces are being received daily still more hundreds and thousands of ounces are needed badly. North Carolina pharmacists have been generous in their contributions and are still contributing. Many ounces

will be brought to this conference. It is typical of North Carolina pharmacists, however, to want to do just a little better job of anything than is done in other states of the Union.

While malaria is endemic to some extent in North Carolina, we believe there is still a lot of quinine in the state that our pharmacists are willing and eager to donate. With this thought in mind your Association has developed a plan that will bring this campaign to a whirlwind finish, facilitate your donations to this great cause and put the State of North Carolina to the forefront in a great humanitarian and patriotic campaign for the health of our fighting forces.

It is now my privilege to announce that on next Tuesday morning, one week from today, the Highway Patrol of the State of North Carolina will call on every drug store, both retail and wholesale, and on every hospital in the entire state to solicit their donations of quinine and other cinchona alkaloids. This solicitation will begin on Tuesday, May 25th and continue through Wednesday and Thursday, May 26th and 27th. If you have quinine you would like to contribute to this great cause, please have it ready for your patrolman when he calls.

The name of your store and the quantity of quinine or other alkaloids of cinchona bark that you contribute will be recorded by the Highway Patrol and a card certified by The War Production Board in Washington indicating that you have contributed to this Pool will be mailed to you for display in your store.

This is another in the series of humanitarian causes in which this model organization of law enforcement officers has engaged. Their participation in this effort was, of course, made possible only by the efforts and assistance given us by Governor Broughton and Commissioner of Motor Vehicles, T. Boddie Ward. We are very happy, indeed, to have both of these gentlemen as our guests here this evening.

I should like also to take advantage of this occasion to express our appreciation to Governor Broughton for the splendid cooperation he has given to organized Pharmacy during his entire administration.

In conclusion, may I express my appreciation to you for elevating me to this high office, the highest honor this great organization may confer upon one of its members.

To those of you who have worked so diligently toward making this conference possible, please accept not only the thanks of the Association I represent but my personal gratitude as well.

I have enjoyed every minute of this administration and, if some constructive contribution has been made, then please join me in thanking those members of our committees, our efficient secretary and all others who have given so unstintingly of their time and energy.

Finally, may I ask for my successor the same fine spirit of loyal helpfulness that you have given so abundantly to me. I pledge to him and to you my continued loyalty and support.

At the conclusion of the President's address, Vice-President Lyon thanked President Bissette on behalf of the Association for his fine work and cooperation during the past year.

A motion was made and seconded that the President's address be referred to the Committee on the President's Address composed of Paul H. Thompson, Chairman, Sam Welfare, and D. R. Davis.

REPORT OF THE COMMITTEE ON THE PRESIDENT'S ADDRESS

We, the Committee on the President's Address, wish to express our appreciation to President Bissette for his fine work during the past year, a report of which was made in his address last evening.

Indeed, it was a wonderful address on the state of our Association.

We endorse the whole program as outlined by President Bissette one hundred per cent. However, we would like at this time to call particular attention to the following: We concur very definitely to the recommendation that this body appoint a committee known as the Post-war Planning Committee of the N. C. P. A. as outlined by our President in his address; secondly, we highly approve of the recommendation that the President appoint a committee of five to be known as the Public Relations Committee, whose primary duty shall be the promotion of a more favorable relationship between Pharmacy and the drug industry with the general public, also, we concur in his recommendation that the Executive Committee of this, our Association, formulate a campaign for the solicitation of scholarships in the Pharmacy School at the University of North Carolina.

We commend President Bissette for his leadership in securing the services of the North Carolina Highway Patrol in the quinine drive which is to begin next week.

It will be noted that President Bissette has made numerous visits over North Carolina and to a number of other states in behalf of our interest during the year, all of which were made under adverse travel conditions, and we are grateful to him for his unceasing efforts for the retail druggist of North Carolina.

Respectfully submitted.

(Signed) PAUL H. THOMPSON, *Chairman*

D. R. DAVIS

SAM E. WELFARE

President Bissette again took the chair and announced that Mrs. Dewey Ferrell would lead the audience in singing "God Bless America." Following this, Mrs. Ferrell, accompanied by Miss Nell Davis, sang

two numbers. These were beautifully rendered and the audience received them with much enjoyment.

President Bissette then presented to the audience the Governor of North Carolina, Hon. J. Melville Broughton.

GOVERNOR BROUGHTON'S ADDRESS

Mr. President, Ladies and Gentlemen:

I am very happy to have the privilege of participating in the first meeting of this historic session of this organization.

I come here out of a strenuous schedule, and I have come through some difficulty, because of my very great admiration for your President, my friend, Paul Bissette. I have listened to many heads of organizations, but I have not in any of them heard a more able address than he has given you tonight. Paul is a fine President, but he is not built exactly on my style of architecture. A schedule of the governor's in war time is so complex with events changing daily, it is likely to become confusing and put you in mind of a story about the three deaf Englishmen who were riding on a train and came to a town called Wemberley. One said, "It is Wemberley." The second one said, "No, it is Thurston." The third one said, "Yes, and I'm thirsty too."

I don't want to imitate that famous column of "My Day" for several reasons, but I would like to give you a glimpse of my activities. Last night I was in Shelby to attend an opening of a mineral development in recognition of the growing mineral possibilities in this State.

I got back to Raleigh in time for a conference with tobacco warehousemen—a conference which involved half a million dealers or more. Following that I had to pose with a very attractive lady who belongs to the WAVES, and after that I had the very delightful experience of taking part in a moving picture scene in which I was pinning on a medal, the recipient being the mother of seven sons in the armed forces at the present time. She told me that she has one more son who is just 18 and she expects him to enter next month. This is a record probably not exceeded in America. So you see with these activities, I come with some difficulty.

I feel very closely related to your profession. I think we have one of the great health departments in this nation and it cannot be aloof from this agency. And then we have the great University of our State, the oldest State University in America. We have a department of Pharmacy which ranks among the older and the greatest in the United States, one of which the entire State is proud. As you know, the licensing of pharmacists is performed by a state agency—the examining board which is governed by the statutes of N. C. May I say here in that connection that it is my duty as Governor to receive and read reports from various state agencies, but I do not get any that compare in clearness and

neatness to those submitted by that grand old man of Pharmacy, F. W. Hancock.

I want to congratulate and extend to you my profound thanks for the response that has been made by your Association and your profession in these difficult days. The most recent cooperative effort in the collection of quinine is indicative of your cooperation. I would indeed felicitate you on your courage and vision in having a meeting under these circumstances. It is not easy to have a meeting at this time in a state approximately 600 miles in length. It is appropriate that you are having such a meeting. I congratulate you on the presence of so many ladies in the meeting and I am sure they are not here for any corrective or disciplinary purposes, but because of interest in the meeting.

This reminds me of a story a preacher friend of mine told me about the ladies becoming more prominent. This preacher friend told me that one Sunday morning just as he was starting into church to preach the morning sermon, he was approached by a bashful couple who asked him to marry them. He explained to them that he was just starting to preach but that they could wait until after the church service and come forward and be married then. So, after the benediction was pronounced, he announced that if there were any persons who wished to be married, to let them come to the front of the church. One man and 24 women came to the front.

Not in a long time have I heard such grand singing as the young lady rendered a few minutes ago. Judging from the manner in which she sang, she has had excellent training.

I want to say again that notwithstanding the restrictions, it is necessary that we gather together for meetings of this sort. Someone has said that in America now, everything worthwhile is either illegal, immoral, or rationed. We have to maintain high spirits under low ceilings, but I still think America is the greatest place on earth in which to live. When I am inclined to chafe at delay and confusion I am reminded of the story of the old Negro sometime after the Civil War. This old Negro was one of those who had been emancipated from slavery. I asked him, "Well, Sam, how are you getting along now? Are you getting enough to eat and wear?" "No, sir," said Sam, "I'se not gettin' so much now. I used to get big handouts and lots of clothes from the big house." "Do you mean to say," I asked, "that you liked it better in slavery than in freedom?" Old Sam answered, "Wal, sir, there is a looseness about this freedom that I kinda like." I'm like Old Sam—there's a looseness about this freedom that I do like. We are going to keep on living in America in spite of Hitler, Hirohito, Mussolini, and John L. Lewis.

I want to commend you on your fortitude and example under these difficult circumstances. I say that for several reasons: in the first place, you belong to a science, and a profession that is a branch of science. This world with all its calamities is going on taking medicine. You have advanced all along, and it is necessary that

the members and groups in such a profession confer frequently together in order to enjoy the accomplishments.

We are learning how to deal with infection and all the handicaps that arise from the war and we would be foolish to ignore all these new methods. I don't know whether you have a small boy in your home as we do. He is constantly pricking my mind into alertness. The other day he came to me and said, "Daddy, do you know they have learned in the war how to cross pigeons with woodpeckers?" "No," I said, "I hadn't heard that. Why are they doing that, son?" He answered, "Well, the carrier pigeon can not only carry the message but can knock at the door as well."

Seriously, you know that in the field of synthetic medicine we are making marvelous progress and one of the contributions that will come out of this war will be in the field of medicine. It is valuable on the home front now to assemble resources together for the purpose of morale and spirit. You can have all the tanks and ships and guns, but unless you have the spirit you can't win the victory. Above everything else, that spirit that the American soldier carries in his heart, that spirit that will not know defeat, is of most value.

I went over to visit some of our N. C. soldiers. I was interested in the squads and companies marching and drilling, and always they had that brilliance of eye, and were always singing songs—The Old Gray Mare, I've Been Working on the Railroad, etc. Regardless of the fact that they are up at 5 a. m. drilling hard and studying in preparation for duty, these soldiers were singing at their tasks. I had a sense of exultation and comfort. I had the conviction that they would eventually be singing and walking through the streets of Berlin.

We cannot afford to relegate our assembly to days of the past and go along individually and singly in solitude in the greater task that is before us.

I was glad to hear in the President's address some plans for the future, some expression of the more humanitarian attributes. I do not myself believe in socialized medicine. I believe that we ought to have available in America sufficient medical care, but it should be left to the enterprise of the American people, but I also believe that the best interests are against regimentation and bureaucracy in the field of medicine and pharmacy, and the rest. We should have a broad official outlook. They couldn't complain if we had a finer public health program in this United States of ours. Here in our own State, we have sadly reviewed the statistics and find that a number of our men have been rejected because of physical defects. We may say, however, that while our statistics are bad, they are nothing compared to some of the sections of the country. All America must reexamine their public health programs, and we need to look at it with a broad point of view unless we expect some bureau to

come into field. It is not sufficient to pass resolutions.

I haven't the time to recapitulate what you members have done in various defense programs: bonds, salvage, etc., Red Cross, quinine contributions, blood plasma—you have indeed shown yourself worthy of the highest traditions of N. C.

In the presence of so many distinguished friends from the North (I am particularly happy to be on the platform with Mr. Magnus), I would hesitate to engage in any boastfulness, for it is not in keeping with the traditions of which we are so proud. North Carolina, one of the original thirteen states, has in every war made notable contributions—we are glad that we are able to keep up that record in this present war. Many soldiers have attained high military regard. There's Billie Lee; I think of Brigadier General Caleb Haynes, who flies through the air from day to day in the aid of the Chinese; I think of Frank Armstrong from over in Nash County, now a Brigadier General; and so we can recount our record with pride. Among you I see many old friends whose sons are in service across the seas. So we take pride in the exploits of our sons and sons of our friends that the war has brought to N. C.

There are 65 different military establishments in North Carolina. I would like to add in this connection that it was at the Marine Base at New River that the first division of Marines was trained. I was down there when the first troops left, and was amazed to hear just a little later that the Marines had landed and had taken Guadalcanal. We were electrified again in the taking of Bizerte and Tunis. We were gratified to learn that the United States had entered their territory five minutes before the British had taken theirs. This Ninth Division had trained at Fort Bragg. These soldiers have accomplished great things, and we rejoice to have had them in our State.

There are 300,000 troops in N. C. These have been received by us with open arms. Our homes, our public buildings, and our hearts have been opened to them. They have made North Carolina close to the hearts of every state in the Union. Which reminds me of an incident which occurred the other day. I was traveling through the State by car and was riding on the front seat with the driver. We came through Albemarle and picked up three soldiers who were trying to get a ride. They had come right out of the heart of Brooklyn, and naturally knew very little. They had never seen a cotton field nor tobacco growing. They had never seen cows, so they sat and pointed with admiration at all these things. They talked about girls, and they were not quite so unsophisticated on this subject as they were on the subject of cows. We drove on and in Asheboro we stopped at a filling station. The filling station attendant, who happened to know me came out and said, "Well, how are you, Governor?" One of the soldiers looked up with his eyes popping and said, "My God, are you the Governor?"

Some of the soldiers have become very well

acquainted with us, and some of them have married girls of North Carolina. Shortly after Camp Davis was established, one lad came up to my office to see me and tell me how impressed he was with our State. Later he wrote me about it and in his letter said, "I am going to marry a girl from N. C. and I would like for you to be the godfather of our first child." How are you going to defeat an Army that is that ambitious? I am sure that all of us have had the good fortune to have some of the boys in our homes. I would like to feel that some day when our sons may be in California or Texas or Oregon, they would have the same access to good homes.

Two years ago there was hardly a man in this State that knew about welding, and yet we have trained men to weld and they are now turning out a 10,000 ton steel vessel every $3\frac{1}{2}$ days. We have learned that we have the labor and the skill. Native labor is always best. Native talent reminds me of a little story: Connie Mack, grand old man of baseball, used to spend his summers in North Carolina. He liked to hunt squirrels. One day he went out with a fine gun and equipment, but he had no luck at all. Finally he decided to turn back. On the way he met a mountain boy with a bag of squirrels and no gun, so he asked the boy how he had killed them. The boy looked up at him and said, "I chunked rocks at 'em." Just then a squirrel made his appearance in a nearby tree. The boy reached down with his left hand and sailed a rock at the squirrel and down he dropped. Connie Mack turned to the boy and said, "I need you on my baseball team. You'd be the best left-handed pitcher in the United States."

"But," said the boy, "I'm not left-handed."

"Well," asked Connie Mack, "why didn't you use your right hand to hit the squirrel?"

The boy answered, "When I do, I mangles 'em too bad."

And so we have a lot of native talent. We have learned to build ships and airplanes. In a few days at Burlington will be tested the first airplane built in North Carolina. The first airplane to fly was tested at Kill Devil Hill here in North Carolina, and it is appropriate that we have started building planes in our State. We are proud of our old State—not boastful but proud. We have some great industries—we rank among the first twelve states. We have 900,000 people in industries and we are the only state that can say that production has not been delayed by even a single whole day by strike. We believe in the rights of labor and its rightful and proud place. But in North Carolina, we do not believe in strikes in war time. Our people have gone into this war with a high spirit of dedication. We are going forward with optimism in order to maintain that liberty, that right to worship that we cherish more than any other thing. When these boys come back from Africa, New Guinea, Berlin, we are going to be able to look them in the face and say to them, "We too have kept the faith."

I thank you.

The entire audience arose and applauded vigorously. President Bisette thanked the Governor for addressing the group and expressed his appreciation for his coming under difficult circumstances.

The Nominating Committee was appointed by President Bisette as follows: Joe Hollingsworth, Mt. Airy, Chairman; P. D. Gattis, Raleigh; P. J. Suttlemyre, Hickory; A. Coke Cecil, High Point; I. T. Reamer, Durham; J. A. Goode, Asheville; Wesley Ferrell, Nashville.

The Committee on Time and Place was appointed by President Bisette as follows: A. N. Martin, Roanoke Rapids, Chairman; Ralph Rogers, Durham; T. G. Crutchfield, Greensboro.

President Bisette urged the members to be on time at the morning session of the following day, since the convention had been reduced in length.

The President then turned the meeting over to the Prize Committee of which C. V. Cagle, Greensboro, was Chairman. A member of the Committee, Mr. N. B. Moury, Greensboro, took charge of the drawing of War Bonds.

At the conclusion of the drawing, Mr. Lee Moose, Local Chairman, Greensboro, made announcements concerning the following sessions.

President Bisette then declared the first session of the Convention adjourned.

SECOND SESSION

The second session of the annual meeting was called to order at 9 a.m. Wednesday, May 19, by President Bisette.

F. W. Hancock, Oxford, Secretary-Treasurer of the North Carolina Board of Pharmacy, presented his report which will be published in the JOURNAL at a later date.

W. J. Smith, Chapel Hill, Secretary-Treasurer of the North Carolina Pharmaceutical Association, presented a report of his office's activities for the year.

REPORT OF SECRETARY-TREASURER

Mr. President, Members of the N. C. P. A., Ladies and Gentlemen:

Since our last meeting one year ago in Winston-Salem, the duties of the Secretary-Treasurer have multiplied many times and as a result, new responsibilities and obligations have arisen, which

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FREE GOODS DEALS

*A Real Line With
a Good Profit*



JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler

we have attempted to meet in an effective manner. During the aforementioned period our major aim was to keep the membership of this Association as well informed as any comparable group of pharmacists in this country. You, as members of the organization, are in a position to judge how well we have accomplished this task.

The issuance of innumerable regulations, changes in the Selective Service setup, rationing programs, and all the other "directives" under which you operated your business during the past twelve months, account for most of our office correspondence. Incidentally, the volume of incoming mail has tripled what it was in pre-war days.

In an attempt to meet these new conditions we have resorted to the issuance of numerous bulletins in addition to the CAROLINA JOURNAL OF PHARMACY. At the present time our first, second, and third class mailings are in excess of 4,000 per month and the total is steadily mounting.

The increased office work, however, has been amply taken care of since the Association is now, and has been since the first of the year, in position to maintain a full-time secretary. Heretofore, the Association was not in financial condition to take this step and thus shared the services of the secretary with the N. C. Board of Pharmacy.

On January 1, 1943, the full time services of the Secretary were contracted for by the N. C. P. A. Executive Committee, and at the same time, additional responsibilities were added to those normally taken care of by this executive. The complete details of this change in the administrative duties of the Secretary-Treasurer are outlined in the minutes of the Executive Committee for the current year.

At this point I would like to single out the Executive Committee for some well-deserved praise. These gentlemen, all of whom operate retail pharmacies and have the same problems to cope with that you do, gave unstintingly of their time and frequently of their cash in the interests of a better and more efficiently operated Association.

The success of this Association is largely dependent upon the abilities of the members of the Executive body. In our case, we have been fortunate in securing outstanding men as members of this committee. As a result, the progress of the Association has been particularly gratifying.

During the past year, the Association has been headed by a pharmacist whose ability as a capable leader and organizer is recognized by every member of the N. C. P. A. It has been my good fortune to work with President Bissette and as an outgrowth of this close association, I know that he has been instrumental in making improvements in the organization which have, or will eventually, reflect credit on this great profession of ours.

War-time Pharmacy issued a challenge to President Bissette when he took office in 1942. Now, after completing one of the most momentous years in your Association's history, it can be said that he met this challenge like a gallant soldier. Those of you who heard his address last night are thoroughly familiar with his services as President of the N. C. P. A. Those of you who missed this particular address will have an opportunity to read this excellent report in the CAROLINA JOURNAL OF PHARMACY.

The armed services have made inroads on our membership, as has been the case with all other organizations. On May 15 of this year, 65 of our members were in some branch of service, many of whom were serving in Australia, North Africa, England, and elsewhere. We have done our utmost to keep in contact with these members through the CAROLINA JOURNAL OF PHARMACY and by other means. In the months ahead we shall not neglect an opportunity to keep this particular group informed as to what is going on back home.

New recruits continue to join our ranks. During the past year a total of 143 new members were added to the roll of the Association, a substantial increase over the previous year. A total of 1089 members appeared on the rolls of the Association during the 1942-43 period. During this interval we lost 11 members by death and dropped 114 for non-payment of dues or for other reasons. At the present time we have 964 active members affiliated with the N. C. P. A.

Due to its greatly expanded activities and to the assumption of new financial responsibilities, both the JOURNAL and the Association operated at a slight deficit in 1942. All expenditures are covered in the following audited financial statements.

March 24, 1943

Mr. W. J. Smith, Managing Editor
The Carolina Journal of Pharmacy
Chapel Hill, North Carolina

Sir:

Pursuant to engagement, I have examined the accounts of

THE CAROLINA JOURNAL OF PHARMACY
and submit herewith the following statements:

Cash Receipts and Disbursements
Statement of Assets and Liabilities

The cash on deposit was verified by direct communication with the Bank of Chapel Hill, Chapel Hill, N. C. The bonds were examined by me. The accounts receivable are stated as shown on the records without confirmation.

In my opinion, this statement fairly represents the financial condition of THE CAROLINA JOURNAL OF PHARMACY.

Respectfully submitted,

O. M. POWERS, JR.
Accountant.

THE AMERICAN WAY

IS THE WAY FOR YOU

The best is none too good for our policy-holders—at a real saving in cost.

You deserve the best in fire insurance. Safer, stronger, more dependable and fitted exactly to Drug Store needs.

A card will bring full particulars.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

Some of Our State Agents

MR. E. F. RIMMER
Box 377
Sanford, N. C.

MR. A. A. COLEMAN
Greenwood, S. C.

SPECIAL DEAL High Potency Tablets

VITAMIN B COMPLEX

\$1.50 per bottle of 100
5% discount on 12 bottles
Retails for \$2.85
Good Value

Scientifically Correct Products

L. P. MAYRAND

Manufacturing Chemist
GREENSBORO, N. C.

THE CAROLINA JOURNAL OF PHARMACY

STATEMENT OF CASH RECEIPTS
AND DISBURSEMENTS

For the Year Ended December 31, 1942

Receipts

Advertising Revenue	\$2,306.42
Subscriptions	96.30
Other Income	501.02

Total Receipts	\$2,903.74
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Disbursements

Printing — 12 issues	\$2,324.80
Salaries	18.66
Mailing Journal	35.46
General Postage	213.20
Office Supplies and Equipment	147.98
Books	263.23
N. C. P. A.	200.00
Audit Fee 1941.....	12.50
Miscellaneous	90.86

Total Disbursements	\$3,306.69
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Excess of Disbursements over Receipts	\$ 402.95
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Balance on deposit January 1, 1942	646.04
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Balance on deposit December 31, 1942	\$ 243.09
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STATEMENT OF ASSETS AND LIABILITIES

Assets

Cash on Deposit	\$ 243.09
U. S. Savings Bonds.....	307.50
Accounts Receivable	455.65

Total Assets	\$1,006.24
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Liabilities

NONE

March 24, 1943

Mr. W. J. Smith, Treasurer
North Carolina Pharmaceutical Association
Chapel Hill, North Carolina

Sir:

Pursuant to engagement, I have examined the
cash receipts and disbursements of the

NORTH CAROLINA PHARMACEUTICAL
ASSOCIATION

and submit my report thereon:

EXHIBIT "A"—Cash receipts and disbursements
for the year ended December 31, 1942

The recorded receipts were proved and traced
into bank deposits.

The disbursements are reported as shown by
cancelled checks which were inspected and appear
to be regular.

The cash on deposit was verified by direct com-
munication with the Bank of Chapel Hill, Chapel
Hill, N. C.

The scope of the audit was restricted to exam-
ination of the cash receipts and disbursements.

I certify that the accompanying exhibit, in my
opinion, represents a true statement of cash re-
ceipts and disbursements for the period under
review.

Respectfully submitted,
O. M. POWERS, JR.
Accountant.

NORTH CAROLINA PHARMACEUTICAL
ASSOCIATION

Chapel Hill, North Carolina

CASH RECEIPTS AND DISBURSEMENTS FOR THE
YEAR ENDED DECEMBER 31, 1942*Cash on Deposit January*

1, 1942	\$ 644.53
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Receipts

For the Year 1939-1940.....	\$ 17.00
June-December 1940	17.00
For Year 1941.....	494.50
For Year 1942.....	2,993.00
For Year 1943 (Prepaid)	325.00
New Members	628.00
Convention Fees	448.00
Two Life Memberships.....	200.00
Fair Trade Contributions	164.50
Carolina Journal of Pharmacy	200.00
Other Income	137.82
Interest	3.14

Total Receipts	\$5,627.96
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*Disbursements**Salaries*

W. J. Smith.....	\$2,150.00
F. O. Bowman	1,700.00
C. M. Andrews	45.00
	\$3,895.00

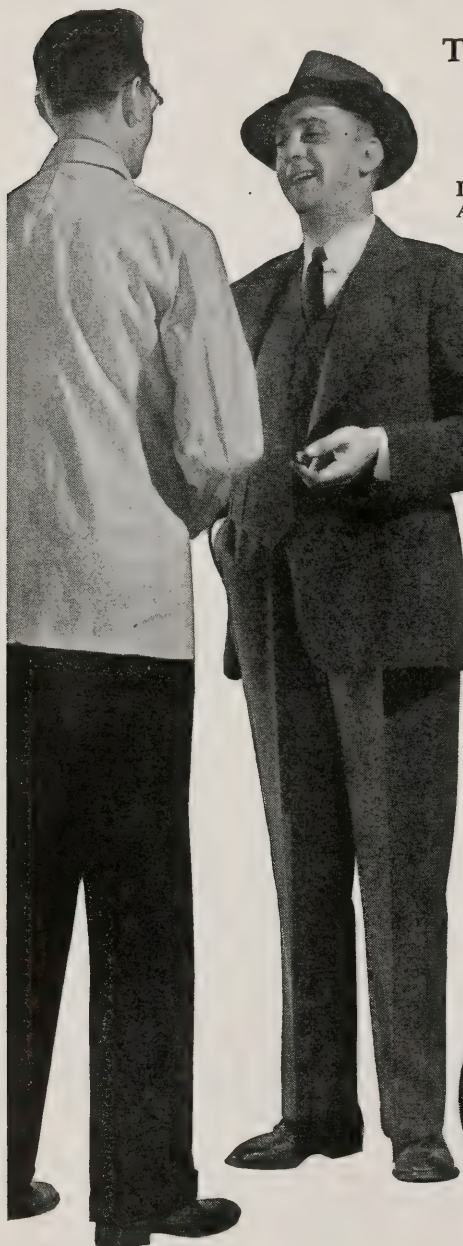
Convention Expense	576.76
Postage, Telephone and Telegraph	248.65
Printing	210.00
Traveling Expenses	393.27
N. C. P. A. Scholarships (Two Quarters)	56.68
President's Account	150.00
N. A. R. D. Membership....	25.00
Office Supplies and Equipment	88.71
Dental Exhibit	17.00
Bond Premium	7.50
Bank Charges	29.03
Audit 1941	12.50
Miscellaneous	68.27

Total Disbursements	\$5,778.37
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Excess of Disbursements over Receipts	150.41
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Cash on Deposit December 31, 1942	\$ 494.12
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"I like the way you operate"



The democratic way is the way of good business

It's the democratic way—the American way—to give everybody an equal opportunity to buy scarce merchandise. The retailer fares well when he follows a "share-fair" policy.

It's a policy which proved effective when Coca-Cola was restricted below popular demand. Retailers, who are spreading a limited supply of Coca-Cola over all their selling days, have found that Coca-Cola continues to be a leader in bringing in customers.

Apply the same policy to all your hard-to-get merchandise, and you'll keep customers coming back.

FIVE KEYS TO WARTIME SELLING

1. Spread your supply of scarce items over all your selling days.
2. Vary your selling hours from day to day.
3. Limit sales per person where necessary.
4. Advertise scarce items to let the public know you have them.
5. And shoot square when you can't share.



In respect to future activities of both the Association and the JOURNAL, it can be stated that they have now been placed on a more solid financial basis and the outlook for this year is encouraging indeed.

In the months ahead, our program will be largely dependent upon war trends and current conditions. We shall continue to exert our best efforts in your behalf and in turn, ask you to continue to give us your support.

Respectfully submitted

(Signed) W. J. SMITH

The report of the Executive Committee was presented by W. J. Smith.

REPORT OF EXECUTIVE COMMITTEE

SEPTEMBER MEETING

The first meeting of the Executive Committee was held at the Washington Duke Hotel, Durham, on September 2, 1942.

There were present President Bissette, who acted as Chairman, Vice-Presidents R. P. Lyon and T. G. Crutchfield, Executive Committeemen Ralph P. Rogers, Joe Hollingsworth and Phil D. Gattis and Secretary Smith.

After a preliminary discussion of the Association's program for the current year by President Bissette, Secretary Smith submitted a financial statement of the CAROLINA JOURNAL OF PHARMACY and stated that it would be necessary to increase the advertising rates of the publication due to higher publication costs. The Secretary was authorized, on motion by Gattis-Rogers, to immediately put into effect the new advertising schedule which was adopted by the Committee.

Secretary Smith was directed to publish and distribute "The Proceedings of the Association" as the October number of the CAROLINA JOURNAL OF PHARMACY. There was some discussion over the advisability of replacing this particular issue with a regular news JOURNAL but the Committee agreed to continue publishing the Proceedings Number as has been customary in the past.

On motion by Lyon-Crutchfield, Secretary Smith was authorized to sell sets of the CAROLINA JOURNAL OF PHARMACY to such members who desired them.

After discussing the great need of quinine and its salts by our Armed Forces, President Bissette and Secretary Smith were empowered to act for the Committee in ascertaining what the Association could do towards soliciting voluntary contributions of this important drug from members of the N. C. P. A. for later presentation to our Government.

The Fair Trade Bureau, hitherto handled by Attorney F. O. Bowman, was ordered transferred to the Secretary-Treasurer's office on motion of Crutchfield-Lyon.

Secretary Smith presented a financial report of the Association for the first eight months of the

year showing increased revenue and membership gains as compared with the same period in 1941.

After a lengthy discussion of current and anticipated Association revenue, which is expected to decrease in 1943 through the enlisting and drafting of N. C. P. A. members into the Armed Forces of our Government, President Bissette was empowered to act for the Committee, on motion by Rogers-Hollingsworth, in contracting for the services of Attorney F. O. Bowman during the coming year. The Committee directed President Bissette to offer Attorney Bowman up to \$600.00 for representing the N. C. P. A. during the 1943 session of the General Assembly and to make such adjustments in his salary for the remaining months of 1942 as he deemed necessary.

On motion by Hollingsworth-Rogers, contract of W. J. Smith, as Secretary-Treasurer of the Association and Managing-Editor of the CAROLINA JOURNAL OF PHARMACY, was continued until January 1, 1943 at \$175.00 per month.

There being no further business, the meeting adjourned.

DECEMBER MEETING

In attendance at the second meeting of the Executive Committee, held at the Sir Walter Hotel, Raleigh, on December 8th, were the following members: Messrs. Joe Hollingsworth, Phil D. Gattis, Ralph P. Rogers, R. P. Lyon, Paul B. Bissette and Secretary Smith.

The first order of business was the election of a Executive Committee Chairman and Secretary. By unanimous vote Mr. Bissette was elected Chairman, W. J. Smith, Secretary.

On motion by Lyon-Gattis, Secretary Smith was instructed to retain Mr. F. O. Bowman as Attorney for the N. C. P. A. for twelve months, beginning January 1, 1943, at retainer's fee of \$10.00.

After briefly discussing the financial condition of the Association, Secretary Smith called the Committee's attention to certain facts outlined herewith:

(1) New members affiliating with the Association through December 1, 1942, amounted to a total of 153 as compared with 88 for the same period in 1941.

(2) The Student Branch at the University of North Carolina School of Pharmacy has the largest membership in its history; the total being 88 on December 1, 1942.

(3) The *Tar Heel Digest*, mid-monthly bulletin issued by the Association, is meeting with general acceptance throughout the State.

(4) Forty-five members of the Association were in some branch of armed service as of December 1, 1942.

As a result of a discussion on Life Memberships, Secretary Smith was instructed to draft a new Life Membership certificate to be submitted to members of the Committee at the next meeting for acceptance, revision, or rejection.

The advisability of holding a Convention in 1943 was briefly discussed but the Committee

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decided to defer definite action on this question until the following meeting.

There being no further business, the Committee adjourned so that the members might attend the "Victory Conference" scheduled by the Association in Raleigh that same day.

FEBRUARY MEETING

The entire membership of the Executive Committee was in attendance at the third meeting held in Greensboro, February 25th, at the O. Henry Hotel.

Secretary Smith read the minutes of the previous meeting and on motion of Gattis-Rogers, they were approved.

The Committee held a lengthy discussion over the advisability of scheduling an annual convention this year. After all possibilities were considered, the Committee voted, on motion by Gattis-Rogers, to hold the convention in May beginning at 7:30 one night and closing the following night. Secretary Smith was instructed to meet with the Greensboro druggists for the purpose of selecting a suitable date.

The Committee also decided to eliminate all exhibits from the convention and to restrict prizes to War Bonds and Stamps.

The Managing-Editor of the CAROLINA JOURNAL OF PHARMACY submitted a tentative report covering the financial condition of the publication and recommended that the charge for publishing the 1941 report of the N. C. Board of Pharmacy, amounting to \$108.00, be cancelled in appreciation for the Board's financial support of the Association during recent years. The recommendation was accepted on motion by Lyon-Crutchfield.

A copy of the newly designed "Life Membership" certificate was displayed by Secretary Smith and was approved by the Committee on motion of Hollingsworth-Crutchfield.

W. J. Smith was re-employed as Secretary-Treasurer of the N. C. P. A. and Managing-Editor of the CAROLINA JOURNAL OF PHARMACY for twelve months, beginning January 1, 1943, at a monthly salary of \$250.00 with the following proviso: In the event sufficient funds are not available for payment of current bills, the Secretary-Treasurer shall automatically accept a reduction in his monthly salary.

The Committee re-employed C. M. Andrews, Assistant Secretary-Treasurer, for 1943; the salary to be \$50.00 a year plus room expenses while in attendance at the annual convention.

On the motion by Lyon-Rogers, Secretary Smith was instructed to send \$100.00 as a contribution to the National Conference of State Pharmaceutical Association Secretaries; the contribution to be used in protecting the Association's interests in the Department of Justice Fair Trade indictment case against organized pharmacy.

After discussing the State Pharmacy School's need for certain books and their inability to purchase the books at this time due to lack of funds for this purpose, the Executive Committee gen-

erously agreed to personally donate \$400.00 for the purchase of a set of Beilstein reference books. Secretary Smith was instructed to bill each member of the Committee for one-sixth of the amount of \$66.66 in each case.

There being no further business, the meeting adjourned.

MAY MEETING

The fourth and final meeting of the Executive Committee was held in Greensboro on May 18. All members of the committee were present at this session.

The minutes of the previous meeting were read by Secretary Smith and approved on motion of Hollingsworth-Gattis.

The committee voted to continue the Association scholarship at the University Pharmacy School and authorized Secretary Smith to inform Dean Beard of their decision. The motion was made by Lyon, seconded by Gattis.

President Bissette and Secretary Smith submitted a joint report covering their recent trip to Washington. While in the Capitol City, the two officials attended the Secretary's Conference sponsored by the American Pharmaceutical Association and held in the Institute of Pharmacy on April 3-4. The committee authorized payment of all traveling expenses incurred by Secretary Smith while on this trip.

Following a discussion of the forthcoming annual meeting of the Association the committee adjourned.

Respectfully submitted
(Signed)
W. J. SMITH
Secretary

At the conclusion of Mr. Smith's report, P. A. Hayes, Greensboro, presented Percy C. Magnus, President of Magnus, Mabree & Reynard, Inc. and Chairman of the New York Board of Trade. The subject of Mr. Magnus' address was

IF THIS BE TREASON

Mr. President, distinguished guests, ladies and gentlemen of the North Carolina Pharmaceutical Association:

It is an honor to be invited to appear on your program—and in accepting, I regard it as a pleasure that carries with it grave responsibility.

We have laid aside (I hope only temporarily) pre-war convention procedure. We have suspended, for the duration, that type of convention where "good-fellows get together," cement friendships, make our contributions primarily to our industry, and keep abreast of new developments.

No, I am no kill-joy, at least I hope not. We can still have a little fun as some of us seem to be having here. But every convention, these days, is characterized by a new note of earnestness; a keener sense of responsibility, not alone

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to our industry, but to our country and to the cause for which it is striving.

We businessmen of the United States have put our shoulders to the wheel, and we will keep them there constantly until victory is won.

What a day, and what an hour, in which we are privileged to live. America, dedicated to "rights to life, liberty and the pursuit of happiness," is thoroughly fighting mad. Democracy is aroused to the highest pitch in world history. Not only are the armed forces engaged, but behind them to every last man and woman of the United States, all are fighting.

To the magnificent record of victories of our fighting forces, the Army, the Navy, the Marine Corps; to the victories of our Air Forces; to the victories of the Merchant Marine, there are joined the victories of manufacturers, of farmers, and of producers in all walks of life. Women today, both in uniforms and those in overalls and house-dresses, are seriously and devoutly engaged.

Oh, what a mistake Hitler, Mussolini, Hirohito made as they gazed at a peaceful America—manufacturing automobiles, refrigerators, radios, silk stockings, fine clothes, bath-tubs, telephones, and other conveniences of a luxurious standard of living, and concluded that they were the only utensils and implements which American factories could produce. They did not dream, in fact, not many Americans believed it possible, that the factories turning out automobiles would quickly convert and turn out tanks, planes, guns and armor. They scoffed at the idea of us going to war in Buicks, and Chryslers, and Fords, and Plymouths. They thought we would have to throw at them our Stromberg-Carlsons, our Zeniths, our Philcos, and our General Electrics. They thought they saw us as soft, and fat, and as one said—"degenerate." They could not conceive of Kayser, and other ship-builders, launching 15 to 18 million tons of new ships per year. They glorified "War"—and they are getting it.

We, ourselves, could hardly believe that our youth of America, playing its football; out at parties, would turn into the world's fiercest and most savage warriors. Miracles on the Armed Front. Miracles on the Production Front. Miracles on the Home Front. Miracles on the Morale Front.

Take my own City of New York as an example of the typical American City. Remember a few short months ago the blaze of lights from Times Square, its many shopping centers, its thousands of miles of boulevards. The glow, over the City, was visible for a hundred miles at sea.

Come to New York now, and look down Fifth Avenue, or along Broadway, during a Dim-out. The glow has been reduced to a minimum, and no longer are ships silhouetted against a sky—like targets in a shooting gallery.

Let the sirens sound, as they have done dozens of times, and see every single light in the City extinguished and thousands and thousands of air-raid wardens patrolling every single street and block.

No, the people of New York are not doing this because they have to, or because they will be arrested if they don't comply. Nor are they doing it because they are terrified. They are just one small segment of America, that has learned the lesson that cooperation will win. Every American city is joined in a fighting America.

Or, take the millions of housewives shopping for the needs of their families, with a thorough knowledge of the intricacies of rationing and price ceilings. They are sympathetic and understanding when meat cannot be obtained, or butter is short, or potatoes are non-existent. There are no squawks; there are no lamentations, there is no condemnation. On the contrary, there is willing compliance. Let Messrs. Hitler, Mussolini and Hirohito see that spirit of the people and they will have cause to tremble. The power of America has been aroused—everybody is "at war."

Everybody realizes, the boys on the firing line, and all who stand behind them, that they are up against the most powerful military organization the world has ever seen. Think for a moment of the great military forces of the past—the Great Genghis Khan, sweeping down from the steppes of Siberia leaving devastation in his wake—just a few pieces of well-placed artillery would have annihilated him. Alexander, sighing for more worlds to conquer, would have been crushed in a twinkling by a few Stuka bombers. Napoleon, at the height of his power, could not have handled a single force of modern tanks.

Our boys, and the warriors of our Allies, are up against the world's most carefully trained armies, equipped with every device for slaughter that modern science could conceive. They swept all before them until—well—you know—until Democracy became aroused.

Now, what are we fighting for? Why these sacrifices of our sons and our daughters? Why is it that the streets of Greensboro, North Carolina, are almost devoid of young men and young women in civilian clothes? Why have they gone out to do mankind's most revolting task? I think it is pertinent for us to pause occasionally to ask ourselves—why? Are we trying to get something—if so—what? Are we trying to preserve something—if so—what? We say, we are fighting for Democracy. Have Germany, Italy and Japan more Democracy than we have, and by over-coming them can we obtain an additional supply which we can enjoy for ourselves?

Most certainly they have no land that they want—they have no trade that we want—they have no possible material thing that we want. Then, why are we fighting?

Just why were we attacked at Pearl Harbor? Let's not pass it off with justifiable condemnation of Japan for her treachery. The story is too well known to be repeated here, of their diplomats talking peace, while their planes were overhead raining down death and destruction. What was the motive in back of them? What did they want in the Pacific? What were we insisting upon that made them attack us?

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Why are we sending millions of our young men and young women to Europe and to Africa? And, again, let's not answer with well-worn phrases involving Bohemia, Czechoslovakia, or even the rape of Poland. What is it all about over there that we have rolled up our sleeves and gone to work? What are we fighting for?

As long as I am asking that question I am going to add this—Are there no principles here in America that we are at war to preserve, or are we fighting to give the right to certain American politicians to change us, and to change American methods?

Businessmen are asking—"What we are going to get after the war?" Other citizens are asking "what are we going to get after the war?" And, it is generally believed that, in Washington, there are a number of people, none of whom were elected by the voters, who are asking—"What are we going to give them after the war?"

The important thing is to make sure that we get the things that we think we are fighting for. We are not going into another post-war depression. We are thinking in terms of American standards. When the boys come home they won't be able to eat "free speech." They can use, but will not be sustained by "free religion," nor will "free press"—or—"right of assembly," be full and complete answers. These freedoms will warm your heart, but they will not shut out winter's blasts.

Now, we hear a great deal about "freedom from want," and, "freedom from fear." These must be examined—not only as high-sounding oratory, but on the basis of cold practical realities. Do we want the extension of socialized insurance? If so, how can we pay for it? Winston Churchill has told the British people, most emphatically, that they can only have what they are able to pay for. We cannot pay for it just by passing laws. Do we want jobs for every one willing and able to work—for all of those able young men who some day will be happily mustered out of service? If so, how can we create employment? You cannot make jobs by legislation, or making speeches about them. Do we want opportunities for youth—youth in training—youth in education—youth in a joyous and abundant life? If so, how are we actually going to afford those opportunities? Who is going to provide them, and who is going to pay their costs?

Do we want to take care of aged persons—including seamen, farmers, domestic help, those who work for employers with less than 8 employees, who are now not covered by Old Age Pensions? If so, we have got to find the means of raising enough money to keep them comfortably in their old age. Do we want extension of "Accident and Health Insurance" to provide medical care and hospitalization for every family that gets sick, or sustains injury? If so, how can we provide hospital beds, doctors, nurses, medicines, and other facilities to care for them? Mere wishing is not going to pay the bills.

America is no different from any other nation on the earth's surface. Our government does not create one cent of wealth. Through taxation it can collect the wealth which its citizens create. So, the first prerequisite of "distribution of wealth" is "the creation and the accumulation of wealth." You cannot get apples out of an empty barrel, and no government can get money out of an empty treasury.

Now, if these are our post-war aims, if we hope something better for the people of America, by the defeat of our enemies, we must be free to produce those better things. We should lay our plans to get them by methods that will work.

I hold most emphatically that American production of wealth, which has been so spectacular for the past 150 years of our national existence, has been founded upon freedom from tyranny by our own United States Government. We rose through the right of private enterprise, and of production.

I firmly believe that every American boy in uniform is fighting for something that he has deep in his heart, and not merely in obedience to the commands of a Colonel, a Captain, or a tough Sergeant. They can be ordered forward, but they are driven by something deep inside of them.


I believe that every boy on the fighting front, every man and woman on the production front, and most of our citizens on the home front, believe that they are fighting for America, for Americans, and for their allies. We are not fighting the Germans because we love them, and are trying to give them something better. I don't believe we are fighting the Japs in order to give them more power, great wealth and more opportunities on the Pacific. I don't believe we are fighting Italy so that it can achieve its National ambitions. I think we are fighting for America.

The ultimatum of "unconditional surrender" coming out of Casablanca, means the unconditional surrender of all the peoples of those countries—their ways of living, their hopes, their ambitions. It is only by such unconditional surrender that America will be free to go forward in an American way.

So, I think it is important that we lay out limited post-war objectives. I believe that the first and foremost among those post-war objectives will be the retention of that which will keep us free, free to produce the wealth necessary to pay for the great social gains of all of our people.

I don't think Post-War should be a leveling off process. I don't believe its purpose is to sink American workmen to the level of the slave labor of Japan, Germany or Italy, and their satellite states. I believe we are fighting to maintain American standards, the American way of life, and the methods that made these things possible. I believe that we are fighting really for victory, and that means to come out on top. I believe we are fighting in order that all of our American people and all those of the Western Hemisphere will advance and go forward;

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and that Europe and Asia, under the leadership of the Allies will rise to greater achievements.

Now, if we are fighting for those things—let's keep our post-war objectives clear. We want social betterment in America; let's fight to preserve the methods by which they can be achieved.

I am going to say something now which some short-sighted people might think is unpatriotic. There are doubtless many emotional souls who believe that this kind of thing should not be said, especially at this time. If it is treasonable, or will give aid and comfort to the enemies, bring on the handcuffs—because I am going to say it now.

There are four major powers united as Allies. Let us Americans keep clearly in mind that every single one of them wants something out of this war.

It would be blind stupidity on the part of any American to think that the Union of Soviet Socialist Republics are fighting a purely idealistic war, and that they are making such terrific sacrifices in men and materials without knowing very clearly, in their own minds, what kind of an Eastern Europe they will insist upon after the war. And, I will bet long odds that when victory is won Russia will get what it is fighting for.

In the same vein I am absolutely sure that China is fighting for something very definite, not merely repelling invaders in order to return to the status quo, the conditions existing before the Manchukuo incident. China wants something—part of it is the surrender of extra-territorial rights. An Asia for the Asiatics under the leadership of China. We have already agreed to turn over to China, at the conclusion of the war, many of our previous open-door prerogatives. Again, I will bet dollars to door-knobs that at the conclusion of the war, China is going to get pretty nearly what it wants.

And, again, I mean no disloyalty to our Allies. I am absolutely confident that the British Empire has Post-War plans, not alone for Europe, but for the whole world where the sun never sets on the British flag. I feel positively convinced that they are thinking of future trade routes and a new world commerce in a Post-War era.

Are we in the United States fighting solely to achieve the aims of Russia, China and Great Britain? Or, do we want something here in this country? I believe we do. As a plain businessman and citizen of the United States, I feel that we should rise up, in the war period—and assert ourselves, and be prepared to take our rightful place of leadership at the Peace Table.

No, we don't want land, nor empire. There isn't a single thing that any other nation has that we want. But, we have had something here at home for the past century and a half, and I believe that we are fighting to retain it.

I believe that ultimate goals should be limited. I don't think that we should go out as crusaders,

rescuing peoples all over the world, and attempting to raise their condition.

No, I don't mean (and I want to make this most emphatic) a reactionary laissez-faire economy. What I do mean is liberty, and the rights to private property. I do mean freedom from tyranny, from without and within. I do mean a system of government where the rights of minorities will be protected, and not bartered away for political considerations. A system of government where the rights of labor, the rights of employers, and the rights of agriculture will be weighed in the scales of justice and not mere tabulations at the polling booths.

I do mean a system of government where the virtues of thrift will be encouraged; where those who save will pay in taxes only in proportion to their ability to pay, and not be condemned because they have been thrifty.

I believe Americans though they go on the offense in every battle arena, are doing so solely that we might defend and retain the fundamental and basic principles of traditional America.

And, so I urge that even in the heat of battle—let us keep our objectives clear. Let us know what we are fighting for, and let us insist that victory in battle bring success and accomplishment to our aims and desires. I believe that America's Post-War aims internationally could be written on a single sheet of paper, and the opening sentence should be this warning to every nation—"Don't interfere with our just rights in the world." Having written that you could tear up the rest of the sheet. I think that we ought to write in plain language on another sheet of paper our Post-War aims and ambitions internally and I think we could reiterate the preamble—"we hold these truths self evident that all men are created free and equal and are endowed by their Creator with rights to life, to liberty, and to the pursuit of happiness." And, I believe there should follow in large letters—"We believe that it is immoral to pass laws for political effects in violation of sound economic principles."

I have attempted to give you the inside information on this angle of your Industry. You must remember that ours is a line highly susceptible to war results. During times of peace our representatives roam the world to assemble your products. From the Arctic, and the Antarctic, on mountain peaks, and in low valleys, and under every know flag and nation, we bring you the world's finest products. The war slammed tight the doors of many of these trade routes. We are doing our best to keep you supplied from goods which we accumulated in our warehouses, and the replacements which our scientific men have developed.

After the war our industry will retain many of these new scientific discoveries, and we will have succeeded in our desire to serve you better.

But, there is one big "if," this qualifying categorical "if" relates to what we do in this country to ourselves—or expressed another way—what the American people, and the American government, does to American business.



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Ladies and gentlemen, our enemies are tasting the might of American Democracy. From El Alamein to Cap Bon American planes, American tanks, American brains, American man-power contributed to the over-throw of the vaunted Africa corps. "They were not hurled into the sea." Thousands of Germans, and thousands of Italians, who were great guys as long as they were winning—didn't have the guts of even a rat, who will fight when cornered. They quit.

The world was astounded, not so much by the spectacular display of allied might, as by the enemies' moral weakness. When the going got tough they cringed and crawled to be captured in herds, in flocks, in droves, they mounted their own vehicles asking the way to concentration camps.

Yes, they know now what an aroused Democracy means to them, when the boys from Greensboro, from New York, from your city, and your city, and your city, with American equipment and the fighting American spirit attack.

What are we at home doing? Are we as much concerned with Democracy as they? It won't do any ultimate good for the soldier to kill "the fox of the desert," if we citizens allow the skunks to nest under our home foundations.

Our sons are not fighting for a Democracy on the battle field, rather, they are fighting for a Democracy at home. Let us not lose through our indifference what they are giving their lives to protect.

President Bisette thanked Mr. Magnus for his timely address, and then presented Floyd Goodrich, Secretary-Treasurer of the T. M. A., who introduced Carl Goerch, Editor *The State Magazine*.

NORTH CAROLINA DURING AND AFTER THE WAR

ADDRESS BY MR. CARL GOERCH

When I was invited to address this group I hesitated about accepting the invitation, because I felt that I didn't know enough about the drug business to say anything that would be of interest to you folks. And, as a general rule, when somebody doesn't know what he's talking about, the best policy for him is to sit down, before he gets into trouble. Like the two colored men who were doing some work around at our house in Raleigh a couple of weeks ago. And one morning one of them showed up with one of his eyes completely closed up. I asked the other one what had happened. And he said: "Oh, Bill and I attended a lodge meeting last night." And I said: "But how did he get the shiner?" And the answer I got was: "Well, to tell the truth about it, Bill was standing up talking, when he ought to have been sitting down listening."

I sort of feel that it would be better for all concerned if I were sitting down listening to

what you fellows have to say, than standing up here talking.

However, it's always a pleasure to be at a meeting like this, because one always sees old friends and makes new ones. And, as a rule, everybody has a good time. About four years ago, I recall that Paul Bisette was attending the national convention of druggists out in St. Louis. The second day he was out there he got a brief telegram from Mrs. Bisette. All it said was "Be good." Paul immediately wired back: "Too Late."

Incidentally, you certainly have a fine presiding officer in your present president. And, while watching him perform, I couldn't help but recall something that I heard a long time ago. It's a story to the effect that where you give a baby its first kiss will have a marked effect upon its future career. Well, I don't know where Paul got his first kiss, but he's one of the finest chairmen. . . .

Will Rogers used to say that all he knew was what he saw in the papers. And I might paraphrase that by saying that all I know is what I see in traveling over North Carolina. Incidentally, speaking of Rogers, if any of us in this crowd were to pass out today, or tomorrow, there'd be someone ready to step into our shoes and carry on our work from where we left off. Will Rogers has been dead six or seven years—I've forgotten the exact date—but there's one man whose place nobody ever will take. He was in a class by himself.

For the last ten years, since starting my magazine in North Carolina, I've been traveling over the state, from one end of it to the other. I've been in every county, and not only that, but I've been in practically every hog path in every county. And this traveling, and meeting and talking with people has given me a picture of North Carolina that I wouldn't take anything for.

The North Carolina of today, as I see it in the somewhat limited traveling I'm doing, because of gasoline rationing, is entirely different from the North Carolina before the war. And we're going to see a still different picture when the war is over. Today we are a people whose thoughts are united on just one thing—and that is to win this war and to win it decisively as quickly as possible. We have had candidates announce themselves for the U. S. Senate and for the Governorship, but politics is being shoved into the background. It is the same way with practically everything else. I've attended a number of conventions during the last few months, and in every case, the theme or central thought apparently is: "What can we do as individuals and as a group to help win the war?" It is true of you druggists likewise.

I don't believe there is another state in the Union where the people are working in closer cooperation or closer harmony in this one great cause than are the people of North Carolina. We realize we've got a big job to do, and we're doing it to the best of our ability.



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Your Cost

	12 doz.	6 doz.	3 doz.	doz
s/29	2.09	2.15	2.20	2.32
s/55	3.96	4.07	4.18	4.40

For Further Details Ask Our Salesman

Bodeker Drug Company
 1414-20 E. MAIN STREET
 RICHMOND, VA.

Let's see what changes have taken place in the state. In the first place, certain lines of business have been helped materially. Immense army, navy and marine camps and bases have been built in various parts of the state. This has meant a vast amount of work for contractors. It has meant the employment of hundreds of thousands of men in construction work. It has meant the payment of wages four, five and six times as great as these same people were earning before. Down in Wilmington, for example, there's a huge shipyard which is employing more than twenty thousand men. I was talking to Davey Jones, sheriff of New Hanover County, a couple of weeks ago, and he said there were colored employees out at the shipyard who were making more money as laborers than he was as sheriff of New Hanover County.

And it's the same way with a lot of other things. The factories and mills of the state are working night and day, and practically all of their production is going to the war effort. Retail business is good, and stores are selling everything they can get. The trouble now lies in getting sufficient merchandise. People have got money—plenty of money. There is less unemployment in North Carolina than there has been in many a year. Everybody who wants a job—who really wants a job—can get it.

Several hundreds of thousands of young men have left their jobs and are now in the armed service. Quite a number of young women have done the same. This has brought about a big change in employment conditions. Go into most of the banks in the state and you'll find girls acting as tellers. In the various office buildings you'll find girls acting as elevator operators. They're also driving trucks, acting as attendants at filling stations and doing many other kinds of work. Such places as restaurants, hotels, laundries, and so on are having an awful time getting enough help in order that they may keep on operating. All wages have advanced. So has the cost of living, as everybody well knows.

In other words, gentlemen, we are in the midst of an era of prosperity, so far as most of us are concerned. Most of us—but not all of us. There are certain lines of business that have suffered—dealers in electric appliances, refrigerators, typewriters and so on. The fellow who invested all his money in a road house or filling station out in the country is in bad shape. All he can do is to close up and get into something else for the time being, unless he has a sufficient reserve fund to keep him going during the present emergency.

And in that connection, I think something else may be said. I remarked a moment ago that I believed every man who wanted work could obtain work. And that is true. So if a man's business is being affected adversely at the present time, there are two courses open for him to pursue. One is for him to close up his business for the duration, and get a job doing something else for the time being. The other is to keep his business going by putting back into it all the money he has made out of it and using up all

of his reserve. Personally, whenever and wherever it is possible, I think the first course is far the better one to pursue. Take my own case, for example. I've been running the *State Magazine* here in North Carolina for ten years, and from a financial point of view it's been a pretty good success. Now then, if all my advertising were to drop off, and if my subscription list were to slide downward, I believe it would be much better policy for me to come out with an announcement that *The State* would discontinue publication during the present emergency and would resume publication again after business conditions readjusted themselves.

However, that's a problem which each and every one of us must decide for ourselves. In some cases it can be done: in other cases it can't. I might make this general observation, however—In the big majority of instances, the business which is not being operated successfully at the present time is a business which is non-essential to the war effort. Anything that has a direct bearing upon furnishing supplies and materials for our fighting men, is working night and day nowadays.

Yes—as a general thing—North Carolina is prosperous. Industry is prosperous, agriculture is prosperous and retail business, with the exceptions which I have noted, is also prosperous. I hope that our people will learn a lesson from the *last* era of general prosperity through which we passed. The big majority of us made plenty of money, but as fast as we made it, we spent it. And then when the depression came, it caught us with our pants down. I don't believe that there will be as large a number this time to make that mistake as there were before. There is a general and widespread investment being made in war bonds and in other securities, and these are going to be a salvation later on, when things aren't going to be as good as they now are.

And don't for a moment get the idea that the present period of prosperity is going to last—because it *can't* last. The pendulum is bound to swing back in the other direction again, sooner or later. I have tried to give you a picture of North Carolina as it is now, during the war. Let's see what's going to develop after we win the final and decisive victory.

Practically all construction of private homes has stopped. There has been very little private building of any kind. Our highways are beginning to crack up and get into bad shape. The State Highway Department can't do any new building at the present time. People have had to curtail their purchases of many items, and all of us are getting along with less than we did before the war. (I'm referring now to those who have been in moderate or fair circumstances.) We haven't been able to buy a new automobile in almost two years. And the same thing goes for our tires. It is true of a hundred and one other things.

Nobody knows when the war is going to end. I was interested, however, in reading an item which appeared in Walter Winchell's column

QUITE A CROP OF
SUNBURN
 IS PREDICTED



There'll be sunburn aplenty this summer
 —in Victory Gardens, at beaches and pools—yes,
 and at military camps.

To UNburn the burn—to help take the fire out—recom-
 mend this real burn remedy—for your
 customers' satisfaction as well as yours.

*Unguentine National Advertising features the family size jar
 as well as the handy tube*

Norwich*

UNGUENTINE
 TO UNBURN SUNBURN

about a week or so ago. As I recall, he mentioned a social function of some kind or another up in Washington, D. C., at which a number of high army and naval officials were present. Little slips of paper were passed around, and each official was asked to write on his slip of paper the date when he thought the war was going to end. The earliest date that was put down was 1947.

No—nobody knows when the war is going to end—and when it is going to end should make no difference to us so far as carrying on right now is concerned. As long as the other fellow has a wallop left, it is dangerous to slow down for a single instant or lower our guard. *But*—one of these days, the Axis powers are going to surrender, and surrender unconditionally. The minute that happens, we're going to feel the effects from an economic point of view.

Stopped immediately will be the manufacture of bombers, of munitions, of parachutes, of tanks, of jeeps, of army and navy uniforms and of countless other items. Stopped likewise will be the building of huge warships and cargo ships: And an immediate suspension will take place in additional army and marine camps. Back from across the seas, and out of our encampments here at home will come millions of young men—*through* with their military experience and ready once more to take up their duties as civilians. Those boys—most of them—had jobs before they entered the service. I hope that when they return home, that those same jobs will be opened to them again; that the persons who took their places will step aside gracefully and will say: "Here; I carried on for you while you were fighting for me. Now you take over again." Or, if that isn't done voluntarily, compulsory methods should be employed. In every single instance where a returned soldier, sailor or marine wants his old job back, he ought to be given that job, if it is possible for him to get it.

There's going to be, of course, a terrific readjustment. There's going to be all kinds of changes. But for *some time* after the war—I can't say how long, and I don't believe anybody else can—for some time after the war, there's going to be an industrial boom the like of which this country never has seen before. New homes are going to be built, additions will be made to factories, automobiles won't be built as fast as people demand them, there's going to be a rush on all of those articles which have been frozen. The military camps will be torn down, or moved away. Retail business will be booming. There will be plenty of money in circulation. People will buy, and buy and buy—anything and everything.

And then—and then that old pendulum will come back into the picture once more, and things in North Carolina, as well as elsewhere in the country, will witness another great change. The demand for new homes, new automobiles and many other things will have been met. Industry will begin to slow down in the pace which it has

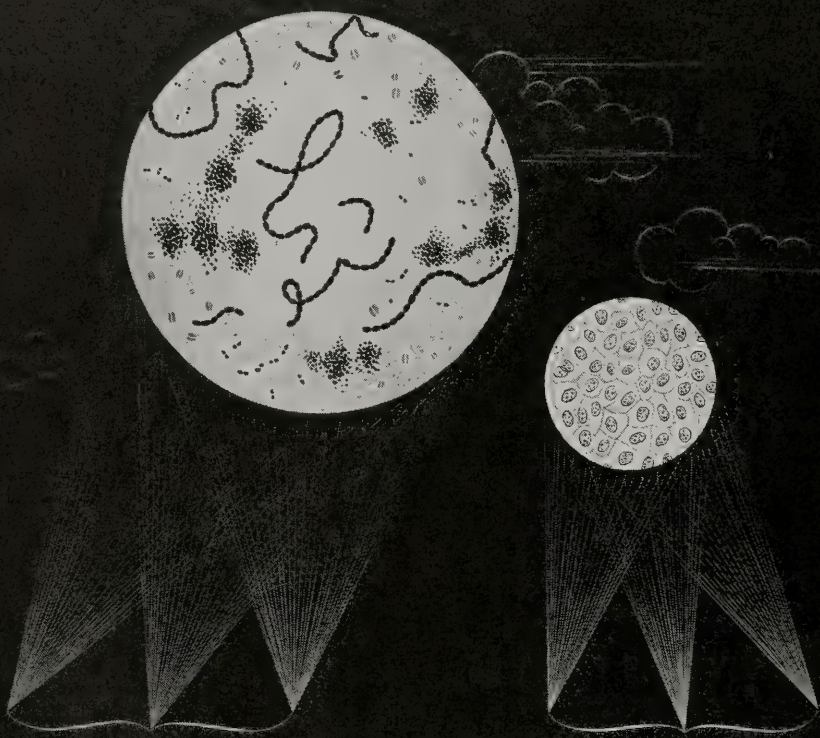
been maintaining. We'll begin to have unemployment on a large scale once more. There'll be a slump in all kinds of business. And once more we'll have a depression like the one we had ten years ago—and fifteen years ago. This truth is self-evident: The greater your era of prosperity, the more widespread will be the depression which follows it.

At the present time we're making money. God help the druggist or any other businessman who isn't putting aside a reserve to take care of him when the change in economic conditions comes along. God help the farmer and the laboring man who isn't doing the same thing now. We should have learned our lesson from previous experiences, but I'm afraid that there will be the same extravagant expenditures now and from now on as was the case back before the last two depressions. The druggists who practices economy in operations now, who puts aside a part of what he makes, will be able to weather the storm which is bound to come. The one who goes wild as so many did before, will be out of luck completely.

You druggists who are assembled here have your problems. The principal reason why you are meeting here is to discuss those problems. It's a good thing for different groups to get together, because every group has its problems right now. During the last couple of weeks, the doctors, the bankers, the chiropractors and the plumbers had their state conventions in Raleigh. People in all lines of business and in all professions need to know what is going on and what they can do to help bring about a final victory as soon as possible. There's got to be a unified cooperation, not only on the part of individuals in any one group, but also among the various groups. And you know, the finest thing I have seen in this connection was made public some time ago when Dr. Daniel A. Poling, just back from direct contact with our fighting men in Tunisia, recently made a talk to the New York Rotary Club. His concluding remarks were: "God pity us at home if now we talk of our *privileges* and insist upon our rights. In these days, no individual has rights apart from the group, and no group has rights unto itself alone. Now there are only *duties*—duties glorified by the unselfishness of our children: duties sanctified by the blood of our sons. . . . I am the meanest thief in the world if by word or deed, by selfishness or neglect, I delay the complete victory and the return of our boys by a single minute. Right now—minutes are men.

President Bissette acknowledged Mr. Goerch's fine talk with appreciation. He then presented J. M. Cates, Jr., Southern Dairies, Greensboro, who introduced George W. Hennerich, Managing Director, Ice Cream Merchandising Institute, Inc.

Mr. Hennerich's address follows.



THESE ARE THE TARGETS . . . NOT THESE

Pathogenic organisms are the proper targets of an antiseptic, yet many bactericidal preparations destroy tissue as well

• 'S.T. 37' Antiseptic Solution is not only highly bactericidal but clinically non-toxic. This outstanding preparation exerts a soothing local analgesic effect as well.

Moreover, low surface tension enables 'S.T. 37' Antiseptic Solution to penetrate minute tissue spaces, thereby extending the field of its action.

These characteristics make 'S.T. 37' Antiseptic Solution partic-

ularly useful in surgical procedures and in treatment or prevention of infection and relief of pain associated with minor cuts, burns, and abrasions.

'S.T. 37' Antiseptic Solution is odorless, colorless, oil-free, potent in the presence of body fluids—even when diluted several times—and is harmless even if swallowed in full strength. Sharp & Dohme . . . Philadelphia, Pa.

'S.T.37' ANTISEPTIC SOLUTION

Wartime Merchandising

Before the present world war, merchandising was concerned with expanding markets. Merchandising was directed to appeal to the dealers, and to the consumer, so that he or she would use more of the buying dollar for our product . . . and especially for *specific brands* of the product.

We thought that was a full-time job—but now what faces merchandising? Keeping consumers interested in our product when they have more money in their pockets—and we have *less* product to sell!!! and that calls for an entirely different . . . probably more difficult . . . certainly more challenging . . . kind of merchandising. It calls for merchandising which can give satisfactory answers to antagonizing questions. Merchandising which can assemble available products so as best to satisfy the consumer . . . merchandising which can work out equitable product distribution without promotion or expansion so as to maintain goodwill and integrity for the establishment.

From a slogan of "Buy More" to a slogan of "Extend and Conserve" is a big jump and requires all the ingenuity of a wide-awake merchandiser!

The merchandiser must keep his weather eye open for post-war conditions and be building a reservoir of ideas to make *that* jump when it comes.

It might seem that merchandising is over for the duration . . . The right kind of merchandising is *never* over. Our own government is today employing the greatest merchandising effort in its history . . . to stimulate war production . . . the sale of war bonds . . . and to put over the nutrition program for improving the health and well-being of everyone of us. Yes, merchandising has its greatest opportunity today, and in planning for tomorrow.

As an example of industry merchandising under today's conditions, let me cite the case of the tin can industry. No industry has been harder hit by war shortages and by the development of glass and fiber containers, but what are they doing? Planning *right now* a large-scale advertising public relations and consumer education program—"The proposed advertising program," say *Advertising Age*, "would include co-operation with government tin can salvage and food rationing drives, plus emphasis on the nutrition, freshness, convenience and economy of food in cans." . . . That's merchandising!!! Taking stock of the present and on the basis of goodwill built for the product in the past, laying a program which will keep consumer interest in their product until consumer demand can again be supplied.

You have, all of you, firsthand knowledge of what war has meant to the Ice Cream industry. In common with many other industries, Ice Cream is transported from manufacturing plant to distributor or dealer, almost entirely by trucks. Dairy product supplies come to the plant the

same way—so that "coming and going," we roll on rubber.

The national rubber and gasoline situation meant overhauling entirely the industry's distribution system. You have felt the result of that in the spacing of deliveries of Ice Cream to you. A substantial saving of rubber and gasoline has been made and many man-hours conserved. It isn't the way the industry prefers to serve its customers, but the best way it can serve you, and still participate fully in the war economy. This determines every act of industry in this country today—our industry included.

The restrictions on sugar hit the Ice Cream industry another blow, but economies and selection of flavors have materially helped use the available supply to provide the maximum amount of Ice Cream and frozen desserts.

The newest decision of Government which allocates 65% of last year's milk fats and solids to the Ice Cream industry, has necessitated the greatest changes in the industry; that is, particularly in so far as the industry's relations with you, its dealers, are concerned.

Now we are definitely in the class with other vital foods operating under wartime restrictions. More people with more money want to buy Ice Cream more times . . . and we can't even make enough to sell 'em as much as they could buy last year.

But—we *can* continue to supply *some* Ice Cream, and this is due to several reasons:

(1) Ice Cream has become definitely established as a nutritious dairy food, valuable in the diet of all of us. It has taste appeal that makes it a favorite with almost every class of customers. It is recognized by nutritionists as an important way in which to get milk nutrients in the diet, particularly for those who take milk irregularly, if at all, as milk. Children particularly eat lots of Ice Cream, and this too, authorities say, is all to the good, as they need extra supplies of the very food elements Ice Cream contains.

A quart of Ice Cream, produced under modern conditions, supplies between 1100 and 1225 calories.

This is the energy equivalent of:

One pound of ham
15 to 16 eggs
More than a quart and a pint of milk
9/10 of a loaf of bread
A pound and a half of lean round of beef
4 pounds of canned peas
3½ pounds of potatoes
More than 2 pounds of chicken

The important food elements are the proteins, carbohydrates, fats and minerals.

Important Vitamins in the average quart of Ice Cream include:

Up to 1300 International Units of Vitamin A
Up to 200 International Units of Vitamin B
Variable amounts of Units of Vitamin C
Up to 100 International Units of Vitamin D
From 220 to 520 International Units of Vitamin G

(2) The Ice Cream industry has also an important place in the dairy farm economy. Its greatest demands come during the season of flush milk production. Many communities are not able to use all the milk produced. Part of it, even under today's conditions, might go to waste except for the ability of the Ice Cream industry to use it at that very time.

This not only helps salvage all vital dairy products, but, because the Ice Cream industry pays a favorable price for cream and milk, the farmer gets a better overall price for milk.

(3) Ice Cream is important as a trade getter and sales stimulator for the retail store.

WHAT BRINGS PEOPLE INTO THE DRUG STORE?

—St. Louis Drug Store Survey Figures

Of all the people who go into the drug store, 22% go to the tobacco counter, 5% to toiletries and cosmetics, 11% to the candy counter, 10% prescription counter, 4% telephones, 1% vending machines, 4% sundries—and 43% to the soda fountain.

In secondary purchases in the drug store, 22% of those who make such purchases do so at the soda fountain. *The largest number of secondary purchases as well as initial purchases, therefore, are made at the soda fountain. ICE CREAM IS THE MAGNET THAT BRINGS PEOPLE INTO THE STORE.*

The problem of your Ice Cream Manufacturer is to give you *some* Ice Cream, as much as is your fair share of the total, and help you with every resource at his command to extend the supply, to serve the largest number of consumers possible.

The manufacturer is helping you by producing and making available more sherbet or fruit ices. Sherbet takes less milk solids, and therefore will extend the supply of frozen desserts, if these are used advantageously by the retail dealer.

Sherbet is not, and never can be, a *substitute* for Ice Cream. It is not intended for this, even in the present emergency, but, combined with Ice Cream, or developed into services of its own, can fill a place in wartime eating of the nation and can well be a means of keeping your soda fountain in operation and customers coming into your store.

The Ice Cream Merchandising Institute, last fall, when the present Ice Cream situation cast its shadow before us, began developing a series of Wartime Formulas which would be of practical assistance to the retail dealer. The Half 'n' Half for sundaes and sodas, the "Frost," a wartime milk drink, using fruited sherbets, and the "Freeze," a drink with sherbet, have all been brought very much to the fore in *Ice Cream Currents*, which many of you see and use every month.

Examples of the Half 'n' Half Sundae are:

Strawberry Caramel Sundae

1 No. 24 dipper Strawberry Sherbet (or Fruit Ice)

1 No. 24 dipper Vanilla Ice Cream
Cover with caramel fudge and top with a Maraschino Cherry

Orange Pineapple Sundae

1 No. 24 dipper Orange Ice
1 No. 24 dipper Vanilla Ice Cream
1½ ounces crushed pineapple
Garnish with a Maraschino Cherry

Strawberry Marshmallow Sundae

1 No. 24 dipper Strawberry Sherbet
1 No. 24 dipper Strawberry Ice Cream
1 ounce Marshmallow
Garnish with crushed Strawberries or a whole Strawberry

These are examples (1) of use of heavy topping to replace chocolate, (2) use of fruit topping, (3) combination of sherbet with fruit Ice Cream. Many other suitable combinations of these three types of wartime sundaes may be made, depending on your supplies.

Other services which you might use to advantage are:

Frosted Neapolitan Parfait

½ ounce Raspberry Fruit
Orange Sherbet
½ ounce Pineapple Fruit
Strawberry Sherbet
½ ounce Strawberry Fruit
Orange Sherbet
Whip Cream or Marshmallow
Top with Cherry (Use spoon in making)

Victory Banana Split

1 scoop Vanilla Cream
1 scoop Raspberry Sherbet
1 scoop Orange Sherbet
Raspberry Fruit
Strawberry Fruit
Whip Cream
Cherries and Walnuts

Frosted Fruit Salad Sundae

¾ ounce Fruit Salad
2 No. 24 scoops Orange Sherbet
¾ ounce Fruit Salad
Whip Cream or Marshmallow
Top with a Cherry

The Wartime Half 'n' Half Soda is an excellent drink in certain combinations. It is especially important to develop the Wartime Soda with these formulas for both chocolate, favorite soda flavor, and Ice Cream are hard to get.

WARTIME SODA FORMULAS

Half 'n' Half Soda

Raspberry

1 oz. seedless black raspberries
1 No. 20 dipper Raspberry Sherbet
1 No. 20 dipper Vanilla Ice Cream
Carbonated Water

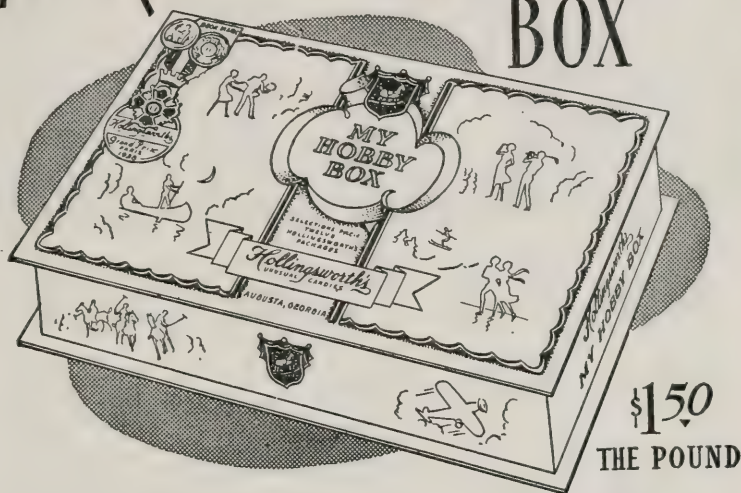
Frosted Soda

Raspberry

1 oz. seedless black raspberries
2 No. 20 dippers Raspberry Sherbet
Carbonated Water

(Continued on Page 223)

We Recommend.. MY HOBBY BOX



For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



EVEN I

The Sick Must be Healed
the Hungry Fed and the
Kept Active for the Perpetuation

Advance Order

Current Sales Breaking Records

Don't Wait! Order
O-N for Colds Now

Keep Well Stocked
on O-N Antiseptic.



O-N Products Advertised in Over 115 Newspapers
as Church and Trade Papers, Outdoor

[[ORDER
FROM
JOBBER]]

OWEN DRUG COMPANY



N-1 WAR

the Weak Made Strong-
Trade Names of America
on of a Democratic Economy

s Pouring In!

cords!

er
u!



s, as well
ns.

This Display →
Helping
Thousands of
Druggists
Sell More O-N

Featured as news in Drug
Topics, West Coast Druggist.



G COMPANY Salisbury, North Carolina

Wartime Nutrition



Contains Natural
VITAMIN A
and **CALCIUM**
... and the other vital
elements of fresh milk

When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

*Half 'n' Half Soda**Pineapple*

1 oz. Pineapple Syrup
 1 No. 20 dipper Pineapple Sherbet
 1 No. 20 dipper Vanilla or Orange-Pineapple Ice Cream
 Carbonated Water

*Frosted Soda**Pineapple*

1 oz. Pineapple Syrup
 2 No. 20 dippers Pineapple Sherbet
 Carbonated Water

Golden Glow Soda

1½ oz. Lemon Syrup
 1 spoon Vanilla Ice Cream
 2 No. 20 dippers Orange Ice or Sherbet
 Carbonated Water
 Slice of Orange

And, by the way, even though Whipping Cream is not available, a very satisfactory whipped cream may be made as follows:

Whipped Cream

Granulated Gelatin
 Cold Pasteurized Milk
 Cold Light Cream
 Sugar
 Vanilla

Soften 1½ teaspoons granulated gelatin in 2 tablespoons cold milk and dissolve over hot water. Put one cup light cream (very cold) in a bowl deep enough to cover beater. Add two tablespoons sugar and ½ teaspoon vanilla and stir until dissolved. Add dissolved gelatin and beat until stiff. Sugar and Vanilla can be omitted.

And Dr. Dahlberg of New York State Experiment Station has also been working on the whipped cream problem and has developed the following formula which will do the trick using light cream. It is based on the use of any one of the following gums, some of which you have on your shelves: Karaya gum, Gum acacia, Gum tragacanth and locust bean gum. Any one gives equally good results. This is the formula:

The Station formula calls for one cup of cold cream, two tablespoonfuls of sugar, one level teaspoonful of gum, and a few drops of vanilla. The sugar and gum are mixed dry until free from lumps, the mixture is then added to the cold cream slowly while stirring, and the cream whipped at once. The cream should whip in two or three minutes.

Frost

The consumer accepts a milk shake as a milk drink made with Ice Cream. You wouldn't call a piece of pie "apple pie" if you used peaches to make it, would you? It seems similarly poor business to advertise milk shakes if you are using sherbets to make them. The dairy products flavor which made the popularity of the milk

shake, and the extra food value which Ice Cream gives, are lacking in the sherbet drink, even though this may be a perfectly acceptable drink in its class. In other words, a sherbet-made drink should be merchandised and advertised in a manner which places emphasis on it as a wartime drink, and prevents any deception to customers.

In making the wartime drink, which we call the "Frost," caution must be given that all ingredients be very cold. We find the over-pour somewhat greater if homogenized milk is used, but of course cold pasteurized milk is perfectly satisfactory.

Raspberry Frost—14 oz.

8 oz. very cold milk
 2 No. 20 dippers Raspberry Fruit Ice (or Sherbet)
 ¾ oz. simple syrup

*Raspberry Frost**12 ounce glass*

6 oz. very cold milk
 2 No. 20 dippers Raspberry Fruit Ice (or Sherbet)
 ½ oz. simple syrup

7 Ounce Glass

4 oz. very cold milk
 1 No. 20 dipper Raspberry Fruit Ice (or Sherbet)
 ½ oz. simple syrup

Strawberry Frost

8 oz. very cold milk
 2 No. 20 dippers Strawberry Fruit Ice (or Sherbet)
 ¾ oz. simple syrup

Other Fruit Sherbets can be well used in "Frosts," except Lime Sherbet.

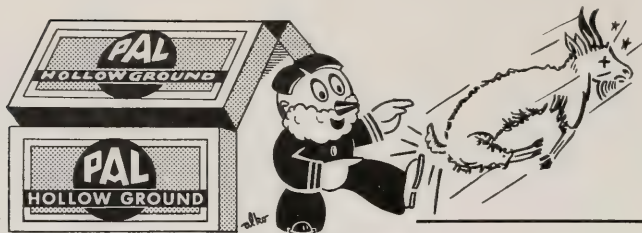
The Freeze

The Freeze is not altogether a new item, but is a drink which can well be featured now. It will help replace, especially in hot weather, some of the cola drinks and other flavors of which there may also be a shortage. It will, at the same time, detour calls for Ice Cream in the direction of sherbet compositions. In markets where the Freeze has really been merchandised, it has proved not only popular but profitable. It can be so for anyone who features it. Particularly good for a summer drink, since the sherbet gives the glass a frostiness most attractive on hot summer days. Lime Freeze—"a frosted limeade" in composition is the "out in front flavor" in this class.

Lime Freeze

1 oz. simple syrup
 2 No. 24 dippers Lime Fruit Ice (or Sherbet)
 Juice ½ Lime
 Cracked Ice
 Carbonated Water

ALTERNATE: Lime Ice can be replaced with Lemon or Pineapple Ice or Sherbet. If limes are not available, make the same



NO "GOATS" IN THE PAL SET-UP

Of course our production has been curtailed, along with all razor blade manufacturers. But our policy, in dividing our production, has been as rigidly fair as we know how to make it—no favorites, no "goats"—just an Even-Steven allocation based on previous requirements. So you, in turn, should be able to get your fair share of Pals from your wholesaler. Of course, the demand for these hollow ground blades is great—the quality and national advertising has increased the consumer demand, and your full 40% profit has made PAL the worthwhile blades to push.

Order through
your wholesaler

PAL

hollow-ground
RAZOR BLADES

Pal Blade Co.

595 Madison Ave.

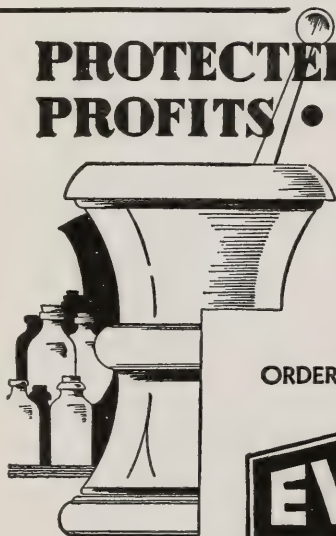
New York, N. Y.

PROTECTED PROFITS • •

For The DRUGGIST

Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

ORDER EVERFRESH FROM YOUR JOBBER



EVERFRESH

CITRATE OF MAGNESIA

The McCAMBRIDGE & McCAMBRIDGE CO.

2201 Eagle Street

—:—

Baltimore, Md.

composition as Lemon Freeze, using juice of $\frac{1}{2}$ lemon and lemon Fruit Ice (or Sherbet)

Tangerine Glow

$1\frac{1}{2}$ ounces Tangerine or Strawberry Syrup
2 oz. 24 dippers Orange Sherbet
Cracked Ice
Carbonated Water

Orange Freeze

2 No. 20 dippers Orange Ice
2 oz. Orange Juice—juice of half a lemon
3 oz. water
1 scoop of cracked ice

Raspberry and Strawberry are also fine flavors for "Freezes."

Pricing in Line with Costs

In making up the wartime formulas, they should be priced in line with your costs to give you a satisfactory gross. Not only material costs, but labor, overhead, etc. should be considered to make final pricing right. An accurate record should be kept of supplies, etc., to be sure that you get correct number of portions from the materials. The Inventory and Control For Soda Fountain book, which is published by the Ice Cream Merchandising Institute, is designed for this. It is simple to keep and sufficient for a year's records.

Training Dispensers

There is another angle in this extension of Ice Cream, and that is getting the most out of every can you have. This involves three procedures (1) correct dipping, (2) correct cabinet temperatures and (3) rigid adherence to formulas.

(1) Correct Dipping

Ice Cream is served and eaten at a temperature much below that of most foods. To make it palatable, not excessively cold in the mouth, a certain amount of air must be whipped in it during freezing. This is, as you know, a necessary part of making Ice Cream, which would otherwise be a solidly frozen uneatable mass.

In serving, correct dipping retains the air content, thus preserving the texture of Ice Cream for greatest palatability and enjoyment, as well as favorable yield and profit.

The dipper is of primary importance in correct dipping. The dipper should be checked to see that blade edge is sharp, without nicks—dipper itself not bent. This is the tool of dipping and should be handled carefully to avoid damaging. If dipper is bent or blade is dull, return it to the manufacturer for repair.

The Ice Cream Cans should be kept stationary, for it is practically impossible to dip evenly from a can which won't "stay put." There are several ways to anchor cans, some of these include "Kan Klamps" (not available now until the war is won), rubber matting at the bottom of wells, wooden wedges or door stops that fit around cabinet holes, and these seem to do a reasonably satisfactory holding job.

The operator, dipping into the steady can, should cut lightly into the surface of the Ice Cream and with a circular motion, cut ribbon fashion across the surface, rolling up the Ice Cream until the dipper is filled. Then cut off against the Ice Cream—not against the sidewall of the can. This avoids undue compression, permits the surface of Ice Cream to be lowered evenly, thus assuring maximum yield per can. The Institute has developed a dipping chart which charts the entire dipping process "x-rayed" through the side of the can, and is being used extensively by store operators as a reminder and training aid in correct dipping technique.

(2) Correct Temperature

The temperature at which Ice Cream is dipped has a direct bearing on the yield. If Ice Cream is soft, undue shrinkage occurs in the dipper. If it is too hard, too much pressure is required, another loss by compression. Check with your Ice Cream manufacturer as to the best temperature for dipping his Ice Cream. Check your cabinets often to be sure that temperatures are correct. Have cabinets checked by service men to keep them in good order. It will repay you in better yield per can for Ice Cream. Average for cabinet temperature is between 6°-12° F. Sherbet requires a somewhat lower dipping temperature than Ice Cream and this should be checked if you are going to dip bulk sherbet.

(3) Accurate Formula Making

The reason you have several sizes of Ice Cream dippers is so that you can use the right amount of Ice Cream in the different soda fountain services. Keeping to the formula will result in saving, many times, in portion size. Result: better gross on the dish and Ice Cream saved for another customer.

The same portion control should extend to all ingredients of a formula. If your syrup pumps throw too much, regulate them or have them regulated to dispense the correct amount. If your ladles are too large, use smaller ones to avoid over-portioning. With the turnover in help now common to all retail stores, everything possible must be done to make it simpler to work the right way. These are only a few of many little precautions which help you with untrained help . . . and at the same time are equally good routine for your more experienced employees.

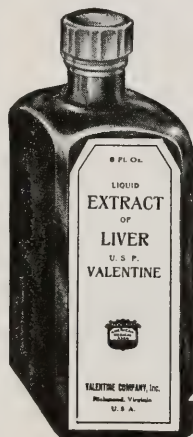
Many of you have discontinued bulk "take home" packages . . . but don't overlook the carry home service of Ice Cream by packages. It is a contact with your neighborhood homes, which has brought you many customers. It's wise, insofar as you are able, to continue this service. Since most of the packages are combinations of Ice Cream and sherbet, you are, therefore, helping extend the Ice Cream supply.

May we drop a word of caution about the combination sales? America has always been opposed to prohibitive methods of selling. If the point of sale material in your store suggests sherbet, either by itself or in combination with Ice Cream, then the consumer contracts to accept the

FOR SALE***Rebuilt and Used
Carbonators***

Write

O. A. BERRYHILL
927 Poindexter Drive
CHARLOTTE, N. C.

LIQUID**EXTRACT OF LIVER**

**U. S. P.
VALENTINE**

8 ounces net
1 dozen at list
\$21.00

Through whole-
saler

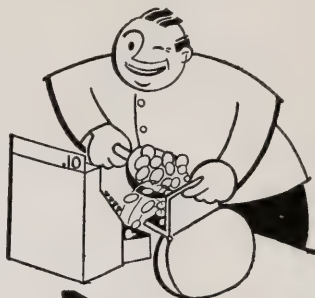
Valentine Company, Inc.
Richmond, Virginia

**Prescription Balances
Repaired**

Speedily Accurately Economically

Our convenient Southern location
and competent shop technicians
eliminate useless waiting and de-
crease repair costs.

PHIPPS & BIRD, Inc.
915 E. Cary Street Richmond, Va.



*It pays
you 4 to 1!*



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

**BROMO-
SELTZER**

Emerson Drug Company
Baltimore, Md.

item which he orders and the stigma of forcing him to take something which he did not order is eliminated. The consumer may object to getting sherbet when he expects Ice Cream, but if these combination items are properly merchandised to him, he knows, when he orders, what he is going to get.

Yes, there is a place for real merchandising in wartime. . . . Let's spell it out—

W—ATCH

for New Ideas, available supplies which affect your suppliers of saleable material, for any relaxing in restrictions which may enable you to replenish stocks or purchase new items.

A—LERT

Be alert to adjust wartime selling to the conditions which you face.

R—ESOURCEFUL

Make the most of what you have. This new pattern of selling is necessary with the realization of what you can get and the part you can play on the "home front" in this war.

T—HINK

how your store can function. Think particularly in terms of the needs of your customers.

I—NITIATIVE

Use it! Don't say "it can't be done." Never say it's *impossible* to do business with *imperative* to face the challenge and deliver the goods.

M—ANAGE

Yourself and your employees. To do this in the face of less help—and less experience in the available help—requires all your fortitude, judgment, and above all, patience.

E—NERGY

Enthusiasm . . . Experience will help you carry on everyday. To Encounter everyday problems of this emergency and endeavor to extend your store services to best meet the needs of every-one you serve.

The first concern of all of us is winning the war. There will be no second prize in this conflict. We must win or else.

Those boys out there are fighting to keep our way of living.

They want to come back to the life they knew and liked . . . to movies, ice cream, baseball games—homes—families. One of their biggest concerns is, that the homefolks are comfortable and happy.

It is up to us to keep the home fires burning, so that the life which the boys think "so nice to come home to" will be waiting when victorious peace comes.

Never say it can't be done. . . . Rather say whatever comes "I will succeed."

President Bissette thanked Mr. Hennerich for his address which included many practical ideas for the druggists. He then introduced Earl Hollingsworth, Vice-President, Hollingsworth Candy Company.

"THE PRESENT STATUS AND FUTURE SUPPLY OF BOXED CANDY"

Mr. Hollingsworth began his address with greetings to the group and congratulations on their meeting. He continued ". . . Don't think for a minute that chocolate and sugar are the only things rationed. Fats and edible oils are rationed; cellophane is rationed; Brazil nuts are practically unobtainable; the same applies to pineapple. As an example of price increases: prior to the war rationing program Brazil nuts were selling at seventeen cents a pound. Now they're eighty-five cents a pound and hard to get at that.

"Then, of course, there's the labor situation. You know what that it. Every morning when we walk in we wonder who is going to be there. Despite all these difficulties we are going to maintain our high quality. If we do this, we will come through in the finest kind of way.

"When the chocolate rationing program went into effect, the government said we could get sixty per cent of what we had gotten prior to that. Every manufacturer had put in all the chocolate he could take care of. Now, gentlemen, that supply of chocolate has been used and it will be impossible for the average manufacturer to turn out as much candy as he did before.

"I was talking to a druggist the other day who told me, 'Last night I closed up with no candy, no ice cream, no Coca-Cola syrup, no chewing gum, no films and I just don't know what I'm going to do.' There are many things that we can't get, but we must go on doing the best we can with what we can get. I've heard a good many people say they don't know what they're going to do. But they are looking at the dark side of the picture and not being thankful for what they have. We are uselessly worrying ourselves about what we can't get and what we can't help.

"The business man's lot is not an easy one. I think any of us are willing to go out and join the armed forces if it will do any good. Just remembers that what we're doing here at home falls far short of what our men in the armed forces are doing. All we are doing is making more money than we ever have before in spite of our handicaps.

"What have we got to look forward to after the war? I think that most of us agree that we are going to lick Germany, and then wind up with the Japs. . . . We face a great challenge. We are on the verge of new trends in plastics, electronics, engines of every kind. I believe we will see more progress the next twenty-five years than we have in the last hundred years. I think that the men coming back will have more opportunity than they have ever had.

"Eric Johnson, President of the U. S. Chamber of Commerce says there are many frontiers ahead for all of us. I join with him in saying that the ending of the war is not the beginning of the end, but we are just beginning to begin."

President Bissette expressed his appreciation to Mr. Hollingsworth for addressing

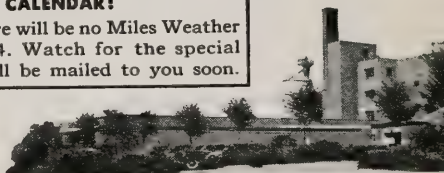
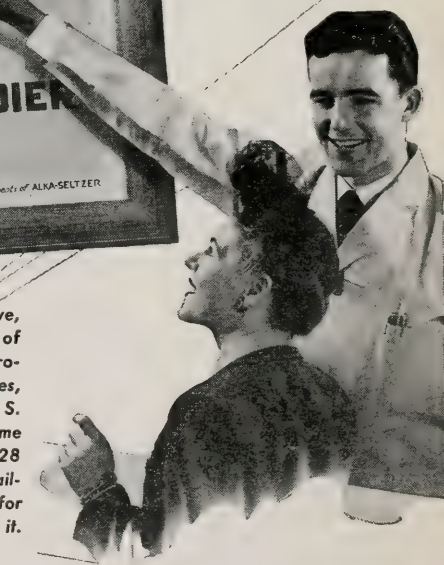


“*This*”

★ The poster shown above, picturing the breakfast unit of Army Ration "K", was produced by Miles Laboratories, in co-operation with the U. S. Quartermaster Corps. Some of these in full color (size 28 in. x 44 in.) are still available. You may have one for your store if you request it.

**IMPORTANT NOTICE CONCERNING MILES
1944 WEATHER CALENDAR!**

Due to war-time shortages, there will be no Miles Weather Calendars published for 1944. Watch for the special broadside and letter which will be mailed to you soon.



Customer "Comes 1st!

...And That's Why Our Production of ALKA-SELTZER is Limited

They can't win the war on empty stomachs, that's sure! Our men must have—and they are getting—the very best of everything America has to offer.

On a world-wide battlefield—from pole to pole, hemisphere to hemisphere—there they are, dishing it out—and *plenty of it!* It's up to you and to us to dish it up, to keep it rolling until the job is done. When they need medical care they must have it.

Will we do it? SURE! We have been doing it from the very start. When the African campaign was only a plan; when Guadalcanal was just a name, Miles Laboratories, Inc., was already packaging important components of Army Ration "K" which provided nourishment to the first American soldiers who brought the war to our enemies.

Of course, we have had to allocate less Alka-Seltzer to you, (our dealers). You have had to get along on less, and many a time you have had to say "Sorry" to your customers. But how glad we all are to do it!

Miles Laboratories appreciate your helpful, understanding co-operation. To the nearly 60,000 druggists who handle our products, we make this pledge: Although the *quantity* of Alka-Seltzer is reduced, the *quality* will always remain the same!

And now, just a word about two other famous Miles products—ONE-A-DAY (brand) A & D Tablets and ONE-A-DAY (brand) Vitamin B-Complex Tablets. Ample supplies of both these remarkable products are available, even in the face of curtailed production on other items. Today they are one of the big selling vitamin tablets in the entire drug field. They are in a class by themselves for profitable sales and fast turnover. All Miles huge advertising facilities are back of them, and you can push them with profit to your store and satisfaction to your customers.

MILES LABORATORIES, Inc.
ELKHART, INDIANA

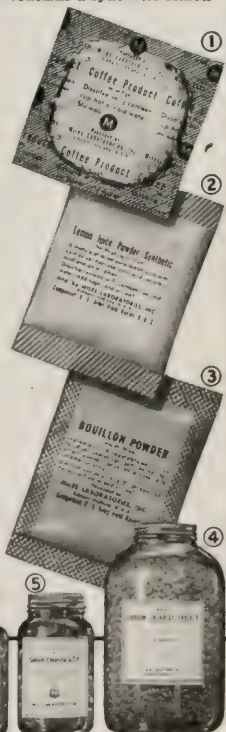


THESE 3 MILES "WAR" PACKAGES ARE PARTS OF RATION "K" (From Miles Packaging Dept.)

1. At top right is shown the coffee package of the breakfast unit. It is made of aluminum foil.
2. The center package contains a synthetic lemon drink and is part of the luncheon unit of Ration "K".
3. The bouillon powder, at lower right, is contained in another Miles "War" package. It is used with the supper unit.

More War Products from the Pharmaceutical Dept.

4. Sodium Chloride tablets packed by MILES in bottles of 5,000.
5. The 100-tablet bottle of Sodium Chloride U. S. P.
6. This shows the 100-tablet bottle of Sodium Chloride U. S. P. Saline Transfusion.
7. The 100-tablet bottle of Acetyl-Salicylic Acid, N. F.
8. This shows the 100-tablet bottle of Acetophenetidin N. F.



the meeting. After announcing the Past-President's luncheon at 1 P.M., the President declared the second session adjourned.

THIRD SESSION

The third session convened at 2:30 P. M., Wednesday, May 19, and was called to order by President Bissette, who then presented Mr. H. G. Whitehead, President of the Virginia Pharmaceutical Association. Mr. Whitehead was asked to make a few remarks on any subject he cared to.

REMARKS OF PRESIDENT WHITEHEAD

I am just a little nuts on one thing and that is shorter drug store hours. We have right now the greatest opportunity we have ever had—in fact we will not have it again—for now the public is educated to change, and educated to shorter hours for everyone. Why can't a man do away with those traditional hours? The public doesn't expect you to do it any more, and I don't believe the public will respect you for it if you keep on doing it when other people are shortening hours. Let's take advantage of this opportunity now.

At the conclusion of Mr. Whitehead's remarks, President Bissette called on the Secretary who read communications from: John W. Dargavel, Executive Secretary N. A. R. D.; Leniel McKinney, former Eastern North Carolina representative for Plough, Inc.; Frederick O. Bowman, Attorney for N. C. P. A.; Thomas S. Smith, Past-President of the N. A. R. D., of Wilmington, Del.

Attorney F. O. Bowman was called on for his report following the reading of communications, and due to his inability to be present at the meeting, W. J. Smith gave his report in condensed form, the essential points of which are covered by Phil D. Gattis of Raleigh, Chairman of the Legislative Committee.

REPORT OF THE LEGISLATIVE COMMITTEE

Mr. President and members of the North Carolina Pharmaceutical Association:

In many respects the 1943 session of the State Legislature was one of the most successful ever to be held when it is viewed in the light of legislation affecting pharmacy. Several substantial gains, particularly in the way of lower taxes, were achieved this year and all efforts to lower existing pharmacy standards were defeated.

As a prelude to the Committee's actual work this year, a meeting was called in Raleigh on January 21st at which time a work program was outlined so that we would be in position to adequately represent the best interests of pharmacy. At the same time the Committee prepared itself to take advantage of favorable legislation which might be introduced by other groups. Later events proved this a wise course to follow.

At this meeting the North Carolina Board of Pharmacy was represented by Secretary-Treasurer F. W. Hancock, by M. B. Melvin, and Roger A. McDuffie, members of the Board, and by H. C. McAllister, Assistant-Inspector. Present from the Association were J. G. Beard, I. W. Rose, Paul H. Thompson, Paul B. Bissette, F. O. Bowman, W. J. Smith and myself.

In addition to the Legislative Committee and the Association delegates, three members of the 1943 General Assembly were present: Pharmacists T. R. Burgiss of Sparta and R. T. Fulghum of Kenly, both members of the House, and Senator R. C. Harrelson of Tabor City. The three legislators indicated their desire to be of as much assistance as possible to the profession while the Assembly was in progress.

The joint group re-emphasized its determination to oppose all legislation having to do with the lowering of pharmacy standards; decided against introduction of any legislation designed to revise our present pharmacy laws; authorized the appointment of a committee to approach Governor Broughton in regard to his recommendation that the funds of all licensing boards collecting funds in the name of the State of North Carolina be turned over to the State Treasurer; discussed the State Sales Tax and several other items.

On Saturday, January 23rd, M. B. Melvin of Raleigh, representing the North Carolina Board of Pharmacy, and W. J. Smith, F. O. Bowman and myself, representing the North Carolina Pharmaceutical Association, called on Governor Broughton in regard to the consolidation of licensing boards. The Governor was very cordial to the Committee and assured us at once that the present setup of the State Board of Pharmacy would not be changed in any way so far as he personally was concerned.

Our committee also worked with the State Board of Health in defeating a bill which would have eliminated, had it passed, our representative on that important health body.

By diligent effort the Committee was able to forestall more than half a dozen different attempts to introduce bills which would have licensed various individuals to practice pharmacy. Although some of these bills were actually drawn and turned over to various legislators, none of them were introduced.

In this connection I would like to state that this is the second consecutive session of the North Carolina General Assembly that such a happy situation has prevailed. During the past four years not a single bill has been introduced in the Assembly adversely affecting pharmacy standards.

The Committee points with pride to the following accomplishments during this year's session:

(1) Enactment of resolution calling on Congress to pass The Pharmacy Corps Bill. The resolution, introduced in the House by Representative F. W. Hancock, Jr., and in the Senate by Senator Gregg Cherry, was passed unanimously and a copy sent to every member of the North Carolina Congressional delegation in Washington.

(3) The Committee was instrumental in securing a 50% reduction in the tax on soda fountains for the next two years. This reduction alone means a saving of over \$10,000 for our group.

(3) While our efforts to repeal the State Sales Tax were not successful, we did make some headway with this problem. Beginning with your July sales—tax to be remitted by August 15th—you may deduct 3% of your sales tax collections in payment of your work as "collector." The new forms to be furnished by the State Department of Revenue early this summer will provide a space for this new deduction.

(4) The provisions of "The Peddlers Bill" were strengthened this session by various amendments. Under the old bill many house-to-house salesmen entirely escaped payment of taxes as provided by law; however, this condition has now been rectified to a considerable extent.

As in previous years, the Committee was faced with legislation designed to lower the number of employees covered by the Unemployment Compensation Act. The proposal made this year was to bring all businesses which employ as many as six persons under the Act; however, the final outcome of the matter was that the legislation remain in its present form which, as you know, exempts businesses with eight or less employees.

The Committee wishes to express its appreciation to our three druggist representatives in the General Assembly, to Attorney Bowman and to all of the County Legislative Chairmen who assisted us this year. Through co-operativeness and foresight, we were able to chalk up the 1943 session of the General Assembly as a successful and productive one for pharmacy.

PHIL D. GATTIS,

*Chairman Legislative Committee,
The N. C. Pharmaceutical Assn.*

Mr. Herman L. Brooks, President of the National Toilet Goods Association, was presented by President Bissette. Mr. Brooks' address follows.

"CUTTING THE PATTERN TO FIT THE CLOTH"

When your President, a few weeks ago, visited me in my office and extended an invitation to speak at your annual convention, he paid the industry, of which I am proud to be a member and privileged to be its president, a compliment by including it on your program. I bring you the greetings of all toilet goods manufacturers and

assure you that this representation is much appreciated by them.

I am sure that Mr. Bissette is not unmindful of the verbosity of many people. Still, he did not mention, when extending the invitation, how long I should speak. When I got to the pleasant task of dictating these remarks, I naturally asked myself that question. I then remembered, fortunately, the answer given to the young man who asked a very wise old gentleman: "How long should a man's trousers be?" to which he received the reply: "Long enough to cover his legs."

I think there are three subjects in which you are probably interested. First, what will the industry do about existing and growing shortages; how shall we be able to give you enough merchandise to meet the constantly increasing demand; and last, what about the future and the prospects for our industry? In attempting to answer the latter, I do so with fear and trepidation, for I realize that "a prophet is not without honor save in his own country." However, knowing something of your hospitality I feel that you will bear with me.

It is just about a year since the War Production Board under that name came into being. Soon after its inception, discussions began within its confines regarding various civilian industries. Questions such as "How could these industries be limited and curtailed in order to divert needed materials and labor to the war effort?" were asked. In July of last year a general limitations order was issued which restricted manufacturers both as to the number of units they could sell, as well as the total tonnage they could use. These prohibitions were on the base period from July 17, 1941 to July 17, 1942. Our industry took the position that inasmuch as we were controlled by the supplies available, and that we were already unable to secure certain materials at all, or sufficient quantities of others, no horizontal limitations order should be imposed upon us inasmuch as we would only be able to produce a certain number of units out of those supplies which we were getting. Mind you, we were sympathetic with the fact that rapid strides had to be made in Washington to convert our country from a peace-time economy to a war-time basis, but still we felt that drastic measures, if not upsetting to the successful prosecution of the war, did not have to be instituted. In October of last year a recognition of this argument prevailed, for on the 13th of that month the order was revoked. Since then no general limitations order has existed. We were gratified to learn from an official of the War Production Board only last week at the annual convention of the Toilet Goods Association that it seems unlikely, at least at the moment, that any such similar order should again be required in view of the many individual limitations that exist. We trust that there will be no need to change that present point of view.

I give you this past history so that you may console yourselves in the fact that while you are experiencing disappointments in deliveries today,

the situation would be far worse and quantities available would be considerably less if such a limitations order were still in effect. There is some consolation in that, so please make the most of it.

However, lack of goods and the prospects for more for the future are not too bright. You know that during the past months we have been permitted only fifty percent of the alcohol which we consumed a year ago—a somewhat inadequate base period. The plastic situation is getting much tighter and we have already, many of us, resorted to a wider use of cardboard, though this, too, is now on a more restricted basis. May I, while referring to cardboard, tell you a word more about it, for some confusion exists, I believe. It was thought a few months ago when it was first rumored that a cut in cardboard would take place, that it would mean a prohibition against Christmas boxes. However, instead of the War Production Board issuing a mandatory order, it was left to our industry last week to accept a voluntary plan which had been worked out between it, the War Production Board, and the National Bureau of Standards. The response was, as expressed by Washington officials, most gratifying. What we shall now have to do under this order which will become official very soon will be to eliminate certain extravagances in the way of unnecessary use of board, such as protruding bases, wide borders around the holes in which bottles, boxes, are placed, etc. But, and I repeat to you again, there is no prohibition against any type of box provided we keep its dimensions within the specifications agreed upon under this voluntary order.

Up to a short time ago, no shortages to speak of occurred in glassware, but that situation is not nearly as good now as it was a while back, due primarily to a lack of labor. As for new designs in bottles, we can forget them for the duration inasmuch as we may not obtain steel for the molds which they would require.

In raw materials our chief headaches are alcohol, as I mentioned, glycerine, castor oil, and many fats and oils. Inasmuch as some of them are used in the manufacture of smokeless powder and other ammunition, we recognize gladly the greater necessity for them and seek to find suitable substitutes without quibbling. But that is a slow process and must result in a smaller quantity of creams, lotions, and the like.

The talc situation which, toward the end of last year, was so critical that our stocks of a certain grade were frozen, has become a bit easier. However, we are still not permitted to use an unlimited quantity of this product. We trust that during the coming months the condition will become no worse and maybe improve.

A few weeks ago our dyestuffs problem was a serious, important element to us because we are only permitted to use certified colors. This has been clarified and we are thankful for that, for if it had not, the production of rouge and lipstick would be considerably less.

In addition to those which I have mentioned,

many other shortages and, as a matter of fact, the complete disappearance of others, is the case, but fortunately, through the individual efforts of companies and the work of the Association's Scientific Advisory Committee, a few satisfactory substitutes or alternate materials have taken care of some of them.

You would think that by now there is no room left on the canvas for more black paint. Unfortunately, I have still one other pessimistic note to sound and that is the question of closures and containers. You will recollect that I referred a few months ago to the reduced amount of plastic and cardboard, as well as the complete elimination of metal. Those three factors account for this last statement of mine. Considerable research is being done in the use of ceramics and tile and paperboard. We are informed by the companies which are specialists that they are hopeful of being able to develop satisfactory closures for us, though they do not guarantee that they will be in sufficient quantities to take care of all of our needs.

The remarks I have just uttered deal mainly with beauty preparations and cosmetics. Of course, the alcohol shortage has a bearing on the likely quantity available of perfumes, toilet waters, and colognes. There is, however, another reason why they are scarce. I refer to the dwindling supply of imported essential oils. When it comes to many of these, perfect substitutes have not yet been found and I can state with certainty that not one of the great perfumery houses will ever use an essential oil unless it is comparable in every respect to the one formerly imported. To give you some idea of the many parts of the world from which these oils came, it might be interesting for me to read a partial list of origins:

Rose from Bulgaria
Bergamot from Italy
Sandalwood from Guiana
Rosewood from Brazil
Vanilla from Mexico
Benzoin from Siam
Jasmin from France and Italy
Neroli from Italy
Vetiver from South Africa
and South America
Myrrh from Turkey
Musk from China
Civet from Ethiopia

and many many other places.

Now that North Africa is completely in the hands of the Allies, there is a bare possibility that after a short time when the situation becomes calmer, a few oils which came from there, as well as Palestine, might find their way to us.

Like yourselves, we have transportation and manpower problems. There is no need for me to go into them, for they are as familiar to you as they are to us.

I realize that I have not sketched a very promising picture. Contrasted with these doleful comments as to the amount of merchandise we shall be able to produce is the situation confronting us of an expanding market for both higher-priced

goods and a wider assortment of them. And so the question is—what are we going to do about it?

You probably say to yourselves—Why should I, under these circumstances, devote as much counter space to toilet goods as heretofore? Why should I display goods when I cannot furnish them? Naturally I take an opposite point of view. You would expect me to be prejudiced in support of the argument that you should not do this. Maybe I can convince you that you should not reduce the amount of space now allotted, but on the contrary, if anything, enlarge it. You have, in my opinion, an opportunity now that if properly cultivated will pay dividends in years to come. Before giving you my reasons let me first assure you that those manufacturers who have been friends of yours for years, and whose merchandise you have been buying directly or indirectly will make every effort to keep up an even flow of merchandise through all worthwhile outlets, and will not, I am sure, discriminate between one class of retailer or another. Furthermore the manufacturers must assist in keeping the drug stores in business for the pharmacist is not only a war-time necessity but a peace-time requirement.

Now let us examine the causes of the expanding market. First, there is, of course, a greater national income. Then we have millions of women in factories today who a year ago were housewives, students, or even ladies of leisure. We have, as well, a growing inflationary trend and a considerable shortage of many civilian goods, thereby focusing more attention on those articles which are still available. And there is one other cause, and that is the one of personal taste. Up to a short time ago these millions of women, now more gainfully employed than ever before, were users of lipstick, rouge, one cream possibly, and a face powder, most of them inexpensive. When buying them they used to eye, enviously, the many other products which were alongside. Today for the first time in the lives of many, they are in a position to afford more of them. That is why I said that we are not only in an expanding market from the standpoint of dollar volume, but one in which there is a demand for a wider assortment of toiletries. That is why I urge you not to restrict or condense the toilet goods sections in your stores. Keep on display, even if you are unable to meet all of the demand, a choice and wide assortment of merchandise so that the public will become more and more familiar with the fact that you are the headquarters for a complete toilet goods selection. The post-war reason must be obvious to you, for some day we shall again be able to furnish you with all that you want and need. And then, if you have properly established yourselves as a well-equipped source of supply, you will reap the benefits. Think of that future day and you will be, I am sure, less irritated by the circumstances of the moment. I am reminded of the gentleman who hung a large white sheet on his wall on which he placed three black dots. He called six people

into his office and asked each, one by one, "What do you see?" The six of them replied: "Three black dots." The questioner then said, "Doesn't anyone see the big white sheet?"

While through your association, your own trips to Washington, and your conversations with those who go there, you are, I am sure, thoroughly informed of what is taking place in our capital, it might not be amiss if I refer to it for a moment and call your attention to a few situations, other than the surface ones, that I believe should be watched by you.

Your State, back in 1937, enacted a Fair Trade Law. I am quite certain that all retailers have lived much more happily under it than during the days of predatory price cutting. The enactment of this law reflected the will of the majority of the retailers in your State. A search of the records does not reveal that there was any particular controversy in your State legislature when the bill came out of committee. Would you want to return to the chaotic price-cutting days of the past? I doubt it. Mind you, I have no inside information to the effect that any such thought exists in your State, but I do believe that in Washington there are some who would approve the repeal of the Miller-Tydings Enabling Act. If this were to happen, State legislation would certainly be far less effective and might eventually fall by the wayside. I therefore suggest to you, and I do so as a representative of a group of manufacturers who are very much interested in your profit picture and a policy of market stabilization, that you be on the alert and forestall and prevent any such attempt as the one I have just mentioned.

Another matter might require watching. Under the guise of the war effort fanciful theorists endeavor from time to time to inaugurate policies which they say are only for the duration. There is, for example, a group which believes that during the war victory brands should replace trade-marked articles. They say: "This would result in the standardization and simplification of production. Consequently, the labor and factory facilities then not needed could be diverted to the war effort." The additional reason is given that inasmuch as the public is eager to buy the products themselves, the identity of the maker is not for the moment important. This does not mean as far as we are concerned that if we can and if a reason exists for it, we should not reduce our lines and simplify the retailers' inventory problems. However, these steps can be taken and will be as the result of shortages and sound business judgment without resorting to victory brands, for this would be economically unsound and contrary to American business practice.

I indulge in these notes of warning not for the mere satisfaction of carping or being critical, but for the purpose of calling your attention to the necessity of being alert. I have no patience with those who sometimes stretch the definition of the word "patriotism" by implying that a difference of opinion with an official means an unwillingness to be "all out" for the war effort. After all,

those of us who are back home have a twofold duty—to contribute in every conceivable way to the winning of the war and to protect the home front so that when it is over, we shall have a sound and substantial economy here—not a new system of theories and experiments.

In general, however, as hectic as is the Washington scene, it is a little less devastating, which incidentally, may be a left-handed compliment, than it was a few months back. However, one still finds such situations as the story of the man who waited hours for a table in a restaurant and finally was shown to one. He looked at the menu. Tired and hungry, he said to the waiter, "I'll take the \$3.00 dinner," and was asked, "On rye or white bread?" Seriously, one does get around much better and answers to questions are more easily forthcoming than was the case not so long ago.

What about the years to come for the toilet goods industry? I have already suggested to you that despite shortages in your stock, you should make every effort to display complete lines so that you can for the present and future identify yourselves as headquarters for all toilet goods needs. When you do this, I offer the idea that you group all items of a manufacturer together both on your counters as well as on your shelves. The result of this experiment—"departmentalization" is was called by one company—was, wherever it was undertaken, perfectly amazing and many sales were made without the clerk even suggesting them. You notice from a reading of cosmetic advertisements that with the exception of perfume ads, manufacturers very frequently show a half dozen products on their pages. Why not do the same in your stores as a further link in the appeal to the consumer?

A good deal of publicity appears throughout the country which I do not believe is taken advantage of to the fullest extent by the retailers. Beauty columns are regular features of daily newspapers and monthly magazines. You probably carry all of the products, with an occasional exception, that are mentioned. Why not clip from these magazines and newspapers these worthwhile articles, paste them on a card and display them alongside of the presentations themselves. This, I believe, would add a note of authenticity to your own offering of them.

We can accept as an undisputed fact that the public is, not only because of the times, but for other reasons as well, becoming more and more conscious of appearance, poise and good grooming. Personal habits are now being formed in view of the wider use of toilet preparations, which will not be thrown off easily even when the war-time boom is over. Surveys even in peace times indicated that some toilet goods and silk stockings are always considered daily necessities by women. It is not necessary to ask, "Are they essential?" This word, as you know, has been tossed about pretty freely during the past few months. Believing that I was confused as to its true definition, I consulted the dictionary and found that among its meanings are "indispensable," "necessary," and "highly important."

Therefore, how can anyone say categorically that any one industry is non-essential? One of my friends finds a wooden leg a highly essential article. To me it would be a dispensable luxury. A young lady I know has no eyebrows. They just never grew. To her an eyebrow pencil is highly essential. Some of her friends find tweezers more suitable.

I know that I was talking about the future of cosmetics when I sidetracked myself. However, it seemed appropriate to insert the contention that war or no war, some toilet preparations are daily necessities. This happily was confirmed by a highly gratifying report I read a short while ago. It was published in the *New York Times* in February, and is known as the "Bedrock Economy Report." This was prepared by the Office of Civilian Supply of the War Production Board, and referred to what would have to be the status of civilian economy if we were ever to reach "bedrock" in our daily standards of living under wartime circumstances. In Table 5, under "Minimum Civilian Consumer Requirements for Toilet Preparations," cosmetics get a fairly good rating and it is recommended that a great many toilet preparations be continued on a fairly substantial and reasonable percentage of the 1939 volume. We are glad to have this recognition. If I wanted to express a facetious remark I might say that it bears out the statement that "no one wants to fight a war for unattractive women."

I repeat that I believe our industry, with the cooperation of your good selves and your colleagues throughout the country, has a future that is filled with greater potentialities than any period heretofore.

We shall not, in years to come, be satisfied with the same presentations and preparations that we have had, but shall strive to develop new packages and products from materials which are now in their infancy stage, but which will be the handiwork of tomorrow—such things as bright new plastics, attractive porcelains, ceramics and tile, cardboard and paper—that will have the appearance of harder substances, and will be durable as well.

I think that in view of the tremendous amount of research now being done by dermatologists and chemists, new kinds of creams and lotions will be developed from organic chemicals that will help to make beauty more than "skin deep."

Lipsticks may some day have individual flavors, so that if a woman, for example, is fond of strawberries, she can, after she has eaten a strawberry ice cream soda, apply a lipstick of the same taste.

In merchandising plans, too, we shall not remain static. They will be more aggressive, though not unstable. Manufacturers will endeavor to keep the increased volume which they are enjoying today, and so will the retailers. We shall probably employ television to a large extent, for that means of communication certainly lends itself to our type of products.

I shall not indulge in any economic arguments as to why, for at least a reasonable period after the war, we should enjoy good business. I do think, however, that we can all foresee that this can be so, for there will be a stored-up desire for things which cannot be bought today, and the production of them will make for a continued high scale of wages and a consequent improved better standard of living.

I know that the war is not yet won, and I realize that that job requires our fullest effort and will. If I have indulged for a few moments in flights of fancy away from more serious issues of the day, please forgive me in the light of the remark which was once made by a philosopher, "I am not afraid of tomorrow; I have seen yesterday; and I love today."

Despite the many obstacles our industry has had to hurdle during the past year, it has just cause to be thankful. It has been well treated by the consuming public, supported by the trade papers, favorably publicized by the daily and monthly press; it has had the cooperation and understanding of its customers, who have made due allowances for the many delays and shortages that have occurred. Last, but not least, many Government officials, while keeping the war effort as "Aim No. 1," have nevertheless been considerate of the industry's problems, and have been helpful.

We repeat the statement that we have made over and over again in Washington. Our industry, in the same true spirit as all American business, applauds every move that will quicken the pace of the war effort and bring about a speedy and everlasting peace. We ask for no special dispensations. We merely suggest that we are entitled to reasonable consideration, and to a just share of whatever is available for the civilian economy.

Let us together face the coming months with courage and confidence and a still greater spirit of sacrifice.

Let us give more unstintingly to the one important and primary objective in all the world—the winning of the war.

Let us together prepare now for the period that will follow, for we, the manufacturers, and you, the retailers, can hand-in-hand play an important part in the reconstruction.

I believe that despite Mr. Bisette's graciousness in not limiting my remarks, I have really imposed upon you long enough and I think that by now the trousers more than cover the legs. I am reminding myself of the man who was called up from the audience to make an unexpected speech. He talked on and on. Finally he noticed a clock at the other end of the hall and remarked a bit nervously, "I am sorry I have spoken so long, but I haven't a watch with me." To which one of his listeners replied, "That may be so, but there is a calendar behind you."

Again let me express my appreciation on behalf of the industry and myself for the invitation to address you and to thank you also for the pleasant day I am spending in your midst. I repeat to

you the greetings of my colleagues and our very special salute to those of you who have sons and relatives in the armed services.

The faculty of the University of North Carolina School of Pharmacy was called to the platform, where they presented a symposium entitled "Pharmacy in Wartime." "Pharmacy's Personnel" was the subject discussed by Dean J. G. Beard; I. W. Rose spoke on "Pharmacy's Debits"; Dr. E. A. Brecht discussed "Pharmacy's Credits"; "Pharmacy's Opportunities" was the subject of Dr. M. L. Jacobs' talk; Dr. H. M. Burlage discussed "Pharmacy's Future."

Pharmacy's Personnel

BY DEAN J. G. BEARD

By Pharmacy's Personnel is meant its man or woman power. This power nowadays usually gets its start in and is furnished its replacements by schools of pharmacy. The big problem of schoolmen in war or peace is to get, hold and train enough students for you people to use. If we don't get them you won't later have them. We are dependent upon you to use our finished product, but to an equal degree you are dependent upon us to furnish you with the skilled manpower you need. As a result neither you nor we are independent of one another. Instead we are interdependent. In other words we have a common problem which is a sufficient personnel, sufficient human material. We should recognize this partnership of purpose and act accordingly.

Every school of pharmacy in this War has three jobs. 1. Getting enough students. 2. Holding these students. 3. Training them properly. If it is a good school, the third job is the easiest. Let's take up each in rapid order.

1. *Getting Students.* Our School has to compete with many fields of activity in recruiting students. If we don't get enough students we let you down. In this job of *getting* we need and want your help. Your store is the capitol of your community. You know everybody: young and old, good and bad—they know you. You know promising boys and girls about to graduate from high school. Some of them you would like to have in your store later on. Easily you could do two things. (a) Ask these youngsters if they could be sold on the idea of making Pharmacy their career. If the answer is "Yes" or if it is not emphatically "No," then (b) send their names to me at Chapel Hill or to Rudd at Richmond or to Motley at Columbia or to DuMez at Baltimore. Too often heretofore promising boys and girls who have been made interested in Pharmacy have gone into some drug store to consult the prescriptionist thinking that he better than anybody else could advise them. They may have said: "Mr. Jones, I am thinking about studying Pharmacy. What do you think

of the idea?" Not infrequently Mr. Jones has answered, "I think you will be a damned fool if you do." That had respected Mr. Jones opinion. Pharmacy, therefore, lost a good recruit. You folks out there where students come from can either help or hurt us. We ask your help. Many of you do help. President Bissette this year sent us his son. Since last September we have registered 47 students whose fathers or brothers or uncles are pharmacists. Three more have brothers-in-law in the work. These fifty boys and girls, sent by folks who know what Pharmacy is, have given me the solidest satisfaction I have known since I became dean. (At this point Dean Beard paid a tribute to Miss Marsha Hood, daughter of Mr. J. C. Hood, a pharmacist of Kinston, because of her election to the highest office women students may gain on the University campus.)

2. *Holding Students.* This too, is a hard job now. A boy or girl coming to us from a weak high school is poorly prepared, is handicapped. He would be equally handicapped in any scientific department of any college. Our greatest mortality ordinarily is found in this group. Then too, some students are lazy or without ambition. We cannot hold them long but we do try to wake them up. Our real holding problem since Pearl Harbor, however, has been the failure by Selective Service to recognize Pharmacy, especially its students. It is true that third- and fourth-year students have been deferrable but even this provision expires July first. First- and second-year boys as well as prospective students have been ignored. I have been able by hard work to persuade a number of local boards to let these lower-class students finish out the college year, but these boys are restless, unhappy. Other students preparing for a public health service: Medicine, Dentistry, Nursing, Physiotherapy, even Veterinarians, are urged to stay in college in order later to be valuable in the armed services or in society here at home. Our boys, seeing this, are hurt, ashamed, feel Pharmacy may not be so worth while after all, and so often, even when deferred temporarily, leave to go to War. Because of these facts our entering class last fall was small, and it is even smaller now. It is hard to hold students nowadays. The Manpower Commission has often said to us "Get girls and boys in 4-E." Sounds simple. But girls are being begged and paid nicely to be WAAC's and WAVE's and SPAR's to serve their country Now. Of course we need and want girls now and after the War. Will you help us get them?

3. *Training Students Properly.* Time allows me only to say that we are doing our honest best. Speaking of proper training I am wondering if you are as concerned as I am about these miracle medicine men; these 90-day wonders after the War is over? Their knowledge will be just enough to make them think they know a lot. A little knowledge, you know, is a dangerous thing. What will happen when they come back if they expect to be civilian pharmacists?

I want to conclude with some highly interesting recent facts.

It appears that the Manpower Commission is about to believe that there is developing a shortage of civilian pharmacists! It has asked the U. S. Public Health Service and a Civilian Supply agency of the War Production Board to canvass colleges of pharmacy to learn the number of students now enrolled. It is believed that 2,000 students or thereabouts will be deferred or even "frozen" provided such students are taught throughout the year to speed up the time when they can become available for practice. The executive chairman of the A. A. C. P. wired me and Secretary Kelly of the A. Ph. A. phoned me of their belief that a decision of this general sort would be reached by the Commission before June first. This explains why our school will go into continuous operation on June 10 for all students now enrolled. It seems too late, however, to start a beginning group before September. Late last night, in response to a message earlier in the day from me, Secretary Kelly wired "Outlook seems better. Decision expected June first or later."

Pharmacy's Debts

BY PROFESSOR I. W. ROSE

I just don't know whether anybody could do a satisfactory job with a subject such as I have, unless it be done in the spirit of the old Negro. While working among the plants in his garden, he was asked if he believed it necessary to have a "growing hand" to be successful in getting plants to grow. After pausing a moment, he replied, "If you love them enough, they'll grow." That is the way with Pharmacy. If you love it enough, you will be willing to try to see its faults, not only what you think about it, but also what other people think about it.

In the short time assigned to me, I can only very briefly state a few of the Debts of Pharmacy.

The first debit I should like to mention is, a general lack of appreciation of what constitutes Pharmacy. The average person thinks only of the retail drug store, when pharmacy is mentioned, without thinking of the large number of manufacturers, wholesalers, research workers, educators, the press, all interdependent one upon the other, which are included in what we call Pharmacy. Unless we include the whole industry in our thinking, the retailer is likely to get the blame or the credit for what happens to Pharmacy.

The second debit is the lack of real appreciation of the position of the retail pharmacist in the picture. The public learns about us chiefly in two ways—through contact with the retailer and through the press. Public favor and recognition is gained or lost largely by the kind of retail drug stores we have. It looks like all the bad news always makes the press. We have examples of that in the cases of Massengill,

McKesson-Robbins, and Castoria episodes. And then there are accomplishments by some of our greatest pharmacists which would reflect credit on us that get reported under the head of medicine or chemistry, and the pharmacist becomes the "forgotten man of Science." Examples: Scheele, Lascoff.

The third debit is Overcommercialism. Too many of the stores we run are selling anything and everything that will net a profit. From appearance, it is difficult to tell whether or not they are drug stores. There are many of this kind of store in Washington and every state capital and they have their effect on our legislators.

The next debit is abuse of the title "Pharmacist." Why a "Pharmacist Mate" in the Navy? Pharmacist Mates, themselves, say they wonder why they're called "Pharmacist Mates" since they do very little work a pharmacist is trained to do. Why not a distinction between druggists and pharmacists? We may have more than one type of store after the war. Why a *Professional* pharmacist? We now have professional groups calling themselves professional pharmacists because they don't handle anything but prescription business. Are they any more professional than a pharmacist who may handle some other things needed in his community?

The next debit is no unified voice in Pharmacy. We have many organizations, national, state, and local, but not one that can speak for the whole of pharmacy. Undoubtedly, this is a hindrance to progress in many ways. Maybe this is why we have been unable to get a Pharmacy Corps, student deferment, another just recognition.

The next debit is counter-prescribing. The present shortage of physicians gives us no license to diagnose and prescribe. If the customer makes his own diagnosis and asks for a particular remedy, that is one thing. But to try to get his symptoms, decide what is the matter with him, and prescribe a remedy, is quite another matter, and will gain us no favor with the physicians or the public in the long run.

Other debits: Long hours. We now have the best opportunity we may ever have to shorten hours. Maybe we are not ready for negroes at our soda fountains. After the emergency we may have the age-old race problem in the drug store. It might be better to close a soda fountain for the duration.

Attitude toward Pharmacy can be a debit. Often we discourage rather than try to induce young people to take up the study of Pharmacy. Nothing is more interesting or richer in opportunity than a day in an average retail drug store.

It is not a credit to us to sign a blank for store experience unless we have made it possible in our stores for Board of Pharmacy candidates to obtain the sort of experience required by law. We should really supervise and help Board candidates.

Finally, objecting to the present requirements for practicing pharmacy is not a credit to us. Attempts are made at every session of the Legislature to get bills passed that would lower our

standards. Low standards in the past have been the greatest barrier to recognition. Students in the School of Pharmacy never had a chance at participation in campus-wide activities until recently. Doctors still remember and are slow to accord us our rightful place.

If we love Pharmacy enough, it will continue to grow in stature and favor.

Pharmacy's Credits

BY PROFESSOR E. A. BRECHT

Remembering that very few things in this world are completely good or completely bad, it is the purpose of this section to enumerate some of the aspects for which pharmacy deserves credit.

The pharmacist and the pharmacy are accepted, well-established, useful units of the American economic and social structure. They were not artificially produced and placed in their present position; rather, they have undergone an evolution and growth governed by the needs and opportunities of their environment. And, underlying their position is not, primarily, the welfare of the profession, but, rather, above all, the welfare of the public.

First, then, is the service of pharmacy to supply the total medicinal needs of the public.

Closely related is the service of pharmacy to supply other merchandise, not medicinal in nature, but catering to the public's comfort and satisfaction. One example is cosmetics.

The pharmacist is the most available man of science in the community. He is available to all, for the greater portion of the day and night, and without appointment, waiting, or fee.

The pharmacy is first in the mind of the public as a place of cheerful service, even if it be to purchase a postage stamp or get a drink of water.

The economic position of pharmacy is a credit. Each pharmacy is an independent unit, capable of great retrenchment in times of depression. Bankruptcies have been few, and unemployment has never been serious.

The established position of pharmacy is indicated by the fact that 20 million people visit a drug store every day, and nearly every person in the nation visits a pharmacy at least once a week.

Now that we are at war the responsibilities are greatly increased. The personnel of pharmacy has been decreased by thousands who are serving in the armed forces, but the civilian need for service has greatly increased, especially due to the drastic drain of medical personnel to the armed forces.

When war was declared, the profession immediately volunteered even more aid than the government was willing to accept. To date pharmacy has accomplished the following:

Of pharmacy's personnel, over 35,000 have earned first aid certificates. Schools of pharmacy have carried first aid training through the in-

structor's course so that their graduates would be able to train others.

Medical formulas have been altered to conserve critical materials, but at no sacrifice of therapeutic value.

The profession has contributed valuable window displays and advertising space to various patriotic efforts.

Pharmacists have cooperated in defense efforts in capacities such as: Members of gas decontamination squads, airplane spotters, auxiliary policemen, blood donors, etc. Pharmacies have been designated in some states as Emergency Aid Stations and Information Centers. In other states, pharmacists have organized the "captain plan" for the quick dissemination of emergency information.

Various branches of the government have requested and cheerfully have been given aid, such as: Anti-venereal disease campaigns, 18 barrels of quinine for the armed forces, collection of used collapsible tin tubes, etc. Pharmacy was the first of the retail trades to be selected by the Treasury Department to conduct a one-month campaign for the sale of war stamps and bonds. In that month, May, 1942, pharmacy accounted for the sale of 18% of all war stamp sales by retail outlets, although it normally does only 3.7% of this business.

The importance of pharmacy has been recognized in many ways. One of these is legislation. Pharmacy is a much-legislated profession. It is notably significant, that, first, this legislation has come from within the profession, and, second, it has been obtained primarily for public welfare.

The various state pharmacy laws are a recognition that pharmacy is not a mere trade; it is a profession which must be regulated for the protection of the public health.

Fair Trade legislation is another recognition that pharmacy (and other small retailers) must be protected from predatory, cut-rate, cut-throat business interests. Public welfare was again the basis of this legislation, and it was significant that the Fair Trade laws did not result in increasing the total cost of the involved commodities.

It is a credit to pharmacy that it is the legal custodian of the standards of medicinal products by virtue of the U. S. Pharmacopoeia and the National Formulary. That even these were not considered sufficient is illustrated by the Pharmaceutical Recipe Book which is also designed to obtain uniformity of medicinal preparations.

The alcohol tax rebate of \$3.75 of the \$6 tax per U. S. proof gallon, when it is used for medicinal purposes, is another recognition of the public health aspect of pharmacy.

Finally, though unduly belated, pharmacy's value was recognized when Occupational Bulletin No. 44 (now Activity and Occupational Bulletin No. 32) stated that licensed pharmacists engaged full-time in their profession should be considered deferrable on the basis of being engaged in a critical occupation.

Pharmacy's Opportunities

BY PROFESSOR M. L. JACOBS

In considering the title of this brief paper, "Pharmacy's Opportunities," I suppose one might gain the impression that the speaker is aware of a whole new series of opportunities for pharmacy, none of which have been thought of before, and all of which must be taken into consideration if pharmacy is to assume its rightful place among the health professions. I can assure you at the outset that such is not the case. However, I do feel that pharmacy is not getting proper recognition in some quarters as a health profession, and that this, for the most part, is pharmacy's fault.

Now it is easy to be critical of any situation, and at the same time have nothing to offer in the way of a remedy. The purpose of this paper is not to criticize unless it be constructive, but instead to call attention to some of the things that pharmacy has neglected to do, and should, it seems to me, strive for in the future.

We should make an honest effort to re-emphasize the professional side of pharmacy. Now there are many ways in which this can be accomplished. In the first place, every individual pharmacist should pride himself on being a professional person, and should maintain a professional attitude with respect to his business. I think the tendency on the part of pharmacists, in too many instances, has been to neglect the professional side of pharmacy in an attempt to expand the commercial side. Such a practice is necessary and desirable up to a certain point, in order that pharmacy may render adequate pharmaceutical service, but when I hear a pharmacist say, by word of mouth or by implication, that he is no longer interested in his prescription department because he can make more money merchandising, I believe he has become a liability to the profession, and that ways and means should be devised to rid the profession of such an individual. How, you may ask, can this be brought about? I, for one, do not know the answer. Perhaps a legal definition of a pharmacy in the several states, or perhaps authority vested in the State Boards of Pharmacy to permit them to determine who shall be permitted to own and operate a pharmacy, and where such pharmacy shall be located, would be a step in the right direction.

In the meantime pharmacists individually and collectively, have the opportunity, as always, to do something along this line. New labeling laws require that more preparations be dispensed on "prescriptions only" than ever before. Pharmacy should take full advantage of this opportunity, and, at the same time, should establish and maintain a reasonable professional charge for its services. Time, effort, and money are required to secure a pharmaceutical education, and there is no good reason why pharmacy should not be rewarded for its investment. In short, I advocate some unified plan whereby pharmacy may be compensated for its professional skill in the

belief that such a plan would tend to bring about a more wholesome respect on the part of pharmacists for pharmacy and in the long run would create a higher regard of the profession by the general public. Still another opportunity along this line is for pharmacy to cooperate more fully with the medical profession. The age-old questions of the pharmacist prescribing and the physician dispensing should be ironed out, because until this has been accomplished cooperation between these two professions cannot approach the ideal. There is no need for pharmacy to argue this point because it is behind the eight ball from the start. Instead, pharmacy should strive to do its job well, in the hope that the medical profession will assume a cooperative spirit with respect to its obligations in this vital matter. We need to return to the fundamental conception that the function of the physician is to diagnose and prescribe, and that of the pharmacist is to compound.

In short, we need to do all we can to raise the general level of retail pharmacy. Practices to be found in some of our stores are disgraceful to say the least. We may be very sure that the medical profession and the general public is not going to hold pharmacy in higher esteem than pharmacy holds itself. Without listing the manifold unethical practices going on in the drug stores of the nation, every pharmacist should resolve to weigh carefully each step he takes and try to reach a decision, based in part, upon the probable effect of the venture on pharmacy as a whole, and not solely on the immediate consideration of whether or not it is temporarily profitable. Pharmacy, during the emergency, has an excellent opportunity to bring about certain reforms long recognized as harmful. Why, for example, cannot every store in this state adopt a policy of staying open from one to five hours less than they have been accustomed to doing? Evidence I have along this line is to the effect that nothing would be lost in the long run, but, on the contrary, something would be gained for the profession and its employees.

Another crying need today is for a unified voice in pharmacy. When we consider that there are about twenty national organizations now in existence, each set up to serve some particular group in pharmacy and in many instances working at cross purposes, it is not hard to realize why pharmacy as a profession is getting "nowhere fast." One might visualize a parent organization for pharmacy, such for example, as the American Pharmaceutical Association, made up of all pharmaceutical interests, and with various sub-sections to take care of specialized groups. However, since such a "pooling of resources" is not likely in the near future, one might wish for a closer cooperation between the many organizations now representing pharmacy and some parent organization such as the one previously referred to. I think the effects of a unified voice in pharmacy would be tremendous. For example, the Pharmacy Corps Bill now pending in Congress might *not* be pending if pharmacy's voice could be heard in the matter.

Now it is quite evident that pharmacy has made rapid progress in the field of pharmaceutical education during the past two decades. But if pharmacy is to assume its rightful place in this field, it must do more. Pharmacy should sponsor and support a reasonable number of graduate schools in pharmacy, and see to it that these schools are properly staffed and equipped so that those trained in them will be second to none. We are concerned about losing some of our better students of pharmacy at the time of their graduation. In my opinion, we shall continue to be confronted with this problem until such time as adequate facilities are made available so that those interested may be permitted further to develop their talents in the various branches of pharmacy. It is understandable and logical why the research departments of our large pharmaceutical houses require and employ specialists in the field of pharmacology, bacteriology, etc. These are required in the broad field of pharmaceutical research. It is also understandable but *not* logical why these same manufacturing concerns should, almost consistently, have to turn to the organic chemistry departments of our schools of chemistry in order to find qualified men and women to carry on pharmaceutical research. I have been told on more than one occasion that, if our schools of pharmacy would properly train students, to do research in pharmacy and pharmaceutical chemistry, they would be much more desirable in research laboratories, than organic chemists with no pharmaceutical background. Furthermore, pharmaceutical education should be extended so as to better train an adequate number of our graduates in the special field of hospital pharmacy. This cannot be done in the regular four-year course in pharmacy because of insufficient time. However, a year of graduate work in hospital pharmacy leading to the Master's degree, and a reasonable period of time spent as an interne in an approved hospital pharmacy should prove adequate for the training of those interested in this phase of pharmacy. Obviously, other specialized training could be provided by the schools that would permit pharmacy graduates a wider range of opportunities consistent with their desires; however, time does not permit me to enumerate them here.

In conclusion, let me say there is nothing fundamentally wrong with pharmacy as a profession. Its prestige has suffered most at the hands of those associated with it, and its future will depend upon the ability of those entering its ranks to keep faith with its traditions.

Pharmacy's Future

BY PROFESSOR HENRY M. BURLAGE

It is difficult to discuss pharmacy's future with accuracy in a limited time because it includes a group of problems and challenges which need the collective and serious thought of all branches of the profession including retail pharmacists, manufacturers, and educators.

Foremost on the list of problems confronting pharmacy is what was formerly called *Socialized Medicine* and what the medical profession apparently now prefers to call a *Federal Medical Program*. This may be with us before the present war is over or most assuredly shortly thereafter. If this occurs, American pharmacy should be as concerned with this problem as is the pharmacy of Great Britain. What will be the status of pharmacy in this type of social reform in which every man, woman, and child will receive free medication or treatment at very reduced costs? This type of medication will, no doubt, have a decided effect upon the sale of proprietary products, but whether it will mean more prescriptions and less dispensing by the physicians or the exact opposite, is a problem to be answered. Is it to be dispensed through retail pharmacies or through dispensaries controlled by the government, or through hospitals? If through hospitals, it may mean dispensing in charge of a nurse or one pharmacist might be expected to fill the prescriptions which had been formerly distributed by ten or more pharmacists. If these dispensaries are to be governmentally controlled, does it mean that there will be two kinds of pharmacies with our present retail store losing many or all of their professional privileges, which many have abused? Is pharmacy to allow itself to be neglected in this medical program as it was in the one proposed in 1938-9?

Unfortunately, such questions have received but little attention at the various pharmaceutical gatherings the speaker has attended during the past ten years. They, and many more, must be answered before pharmacy is assured of its right position under such a plan.

Under a Federal Medical Program it is quite likely that profit motive will be removed from the production of medicines and this might mean a greater need for the establishment and development of research programs in schools of pharmacy and even pharmacies, rather than manufacturing concerns. Plans for the support of such projects will need to be formulated with the help of pharmacists.

If pharmacy is not greatly affected by a medical program, its plans should be directed toward the encouragement of the better type of the "90-day wonders" being trained by the Army and Navy to continue their studies in reputable schools of pharmacy. Its plans should be definitely directed toward the maintenance and improvement of our present educational and professional standards and be on the guard against any efforts by this meagerly trained military personnel to receive unearned recognition after their release from the armed forces.

Hospital pharmacies will continue to increase in number if the efforts of a newly formed body of hospital pharmacists are properly directed and supported by all pharmacists. If this is done, legislation, or requirements, will be proposed to stamp out the present practices in some hospitals, where pharmaceutical tasks are performed by untrained persons.

There will be a slow, but steady, increase in the number of strictly professional pharmacies. How rapid this increase is encouraged will depend upon pharmacy's position in a Federal Medical Program.

The future will find demands for improved working hours and conditions as well as better compensation, in order to reduce the losses now being experienced in our best trained personnel.

Improved working conditions will also be necessary to keep our professional personnel from becoming affiliated with trade unions, which are already in our ranks in some of the larger cities.

Pharmaceutical organizations should, and will, become more representative in memberships by lending support to *all* registered pharmacists and not continue to operate primarily for the benefit of the proprietors. The non-proprietor registered pharmacist is the "forgotten man" in pharmacy. It might be well for our existing organizations to give him more consideration or the profession might be forced to accept trade unions or other new associations of a similar nature.

Pharmacy's plans must place properly the ever-increasing number of women pharmacists who, at present, constitute a considerable portion of our superior students. Their services must not be considered less valuable than that of men simply because they are women. A familiarity with labor laws will be involved, also, as relating to women.

Retail pharmacy must pay a greater attention to public health and its problems; it must reclaim lost profitable sidelines that were originally pharmaceutical and eliminate many of the questionable and highly competitive items which detract so much from professional practice.

Retail pharmacy must, therefore, resort to a greater interest in manufacturing pharmacy than has been apparent in the past thirty or more years. There should be an increase in this type of pharmacy rather than a decrease. This will involve a greater knowledge of the methods of preparation of medicaments for parenteral use, the manufacture of tablets with machines, and of ointments, lotions, and suspensions, etc., with homogenizers. The tendency will continue to be toward the administration of the simples and this will, therefore, mean the development of improved methods of medication of these simples. The retail pharmacist should, therefore, apply some of his skills to this type of manufacture on a semi-commercial scale and possess some of the rather inexpensive machinery that is available for these purposes.

If the present conflict continues for some time to come, there will be shortages of critical materials which have been considered as common-places in the pharmacy. Pharmacy should, and will, continue to serve the public by preparing forms of medication which will be suitable substitutes for what is not available. English pharmacists have been doing this to a great extent. The Pharmacopoeia and the National Formulary have recognized some of these shortages by recently issued announcements. This situation will become

worse and continue so until some time after the war.

Is pharmacy to continue to lose the enviable position that it has held in the past insofar as the public is concerned? Its position has been aptly described by a dean when he conjectured that the population of this country passes through the doors of the pharmacy every week of the year. What is the effect upon this position by adverse publicity broadcast by wise-cracking radio humorists, some of whom are even paid by pharmaceutical interests, and by items issued by an unknowledgable press?

Will pharmacy continue to ignore the importance of the proper type of publicity? Will it support a much-needed long-range program designed to present pharmacy in the right light? I have here as an exhibit an illustration of what I have in mind. Which one, as an advertising medium, does the most good for pharmacy as a profession? The answer seems quite obvious.

Finally, is pharmacy going to continue to permit the proprietorship of a significant number of its vital outlets to be in the hands of persons who are non-pharmacists and who are interested in pharmacy primarily for the mere profit taking?

Worthy of pharmacy's consideration are these two quotations from the writings of that wise American, Oliver Wendell Holmes: "There is a short rule for obtaining the confidence of your community—i. e. DESERVE IT" and—"I find the great thing in this world is not so much where we stand, as in what direction we are going."

At the conclusion of the symposium, President Bisette called for a report of the Resolutions Committee which was given by W. A. Gilliam, Winston-Salem, Chairman. Each resolution was adopted as read.

WHEREAS, the N. C. P. A. at the present time has approximately 10% of its members in the armed forces, and

WHEREAS, many of the men are now doing work other than Pharmacy, and

WHEREAS, the Army feels it necessary to try to train pharmacists in three months instead of using all of the registered pharmacists who are already in the Army, and

WHEREAS, under the present set-up pharmacists find it impossible to advance higher than the rank of an enlisted man and still remain in the field of pharmacy, and

WHEREAS, many of our pharmacists are now leaving pharmacy for other non-related fields which offer commissions, and

WHEREAS, many professions having less professional training than pharmacists such as dieticians, physio-therapists, and veterinarians, now enter the Army with commissions and have their own corps, therefore

BE IT RESOLVED that this Association go on record as supporting the Pharmacy Corps Bill 100% and appoint a committee whose duty it

shall be to use every effort to facilitate the passage of this bill.

Respectfully submitted
(Signed) H. C. McALLISTER
Chapel Hill

RESOLUTION NATIONAL PHARMACY WEEK

WHEREAS, for more than a decade Organized Pharmacy in the United States has observed National Pharmacy Week, which program has met with varying degrees of success, and,

WHEREAS, such an occasion affords the pharmacist an opportunity to acquaint the public with his work and create a greater appreciation of the forgotten man of science, as one great educator has put it, and,

WHEREAS, to be most effective, a coordinated effort to secure the cooperation of all pharmacists must be made, therefore,

BE IT RESOLVED: that the president of this association appoint a state committee to work with the national committee on the observance of this occasion, whose duty it shall be to adapt the program to this state and use every effort to secure 100 percent observance by the retail drug stores of the state.

Respectfully submitted,
S. M. PURCELL
Salisbury

WHEREAS, the students of the School of Pharmacy, University of North Carolina, have suggested the need and desirability of a working model of a pharmacy where they might learn the physical forms of the commoner pharmaceutical merchandise, where they might study methods of arrangement, inventory, and stock control, and where they might develop the art of salesmanship; and

WHEREAS, the Visitation Committee of the North Carolina Pharmaceutical Association concurs on the worthiness of this project; therefore

BE IT RESOLVED that the incoming president of the North Carolina Pharmaceutical Association be instructed to appoint a committee for the express purpose of soliciting equipment and funds for the furnishing of a working model practice pharmacy to be located in Howell Hall on the campus of the University of North Carolina.

The Visitation Committee
(Signed) T. R. BURGESS
Sparta, N. C.

WHEREAS, the North Carolina Pharmaceutical Association initiated a series of District Drug Clinics and Retail Drug Institutes in 1942; and

WHEREAS, the general consensus of opinion is that these meetings were of a most instructive and helpful nature; therefore

BE IT RESOLVED that the Association resume this activity at the earliest possible date.

BE IT FURTHER RESOLVED that the membership of this organization place its unified support behind these District Meetings as scheduled in the future.

(Signed) SAM E. WELFARE
Winston-Salem

RESOLUTION

THE NORTH CAROLINA PHARMACY LAWS

WHEREAS, conditions affecting the practice of pharmacy and the distribution of medicinal agents is constantly changing, and,

WHEREAS, during the past ten or fifteen years these changes have occurred at an accelerated rate, and,

WHEREAS, the knowledge and skill of compounding, dispensing and storing or otherwise handling of medicinal products has advanced to a high degree and the lack of this specialized knowledge results in inferior service to the public and harbors a potential danger to the health of the people of the State, and

WHEREAS, the laws governing the practice of pharmacy have been outmoded in some instances by these changing conditions or are inadequate to regulate the distribution of drugs or other therapeutic agents to qualified outlets, therefore,

BE IT RESOLVED that the President of the North Carolina Pharmaceutical Association appoint a committee whose duty it shall be to review and study the laws governing the practice of pharmacy and to make a report along with recommendations to the Association at its next annual meeting.

Respectfully submitted,

H. C. McALLISTER
Chapel Hill

WHEREAS, the present long drug store hours limit the opportunity of the Pharmacist to participate in civic and community affairs, and limits the time which he would like very much to spend with his family, and

WHEREAS, these limitations retard the progress of Pharmacy as a profession and prohibit the pharmacist from rendering his profession, his community, and his Country, a service in the fullest capacity, and

WHEREAS, our Government has asked us to cooperate in the war effort by shortening hours, it is an opportune time to rid our profession of this drawback, therefore

BE IT RESOLVED that the members of the North Carolina Pharmaceutical Association continue to make every effort to shorten drug store hours.

Respectfully submitted

(Signed) JAMES A. WAY, JR.
Winston-Salem

Recognizing that in the interest of the public health and safety there is a stern necessity for an adequate supply of licensed pharmacists for the civilian population and the armed forces, and

recognizing furthermore that training in schools of pharmacy is a legal requirement in order to guarantee thorough training for a vital practice, and being certain that there is at present a definite shortage of pharmacists; therefore

BE IT RESOLVED by the members of the North Carolina Pharmaceutical Association in annual convention assembled at Greensboro, N. C., May 18-19, that we unanimously urge the War Manpower Commission to direct the deferment of all satisfactory students of pharmacy until graduation.

(Signed) T. R. BURGISS
Sparta, N. C.

WHEREAS, this the 64th Annual Convention of the North Carolina Pharmaceutical Association has been one of the most constructive and helpful meetings ever held, therefore

BE IT RESOLVED that the North Carolina Pharmaceutical Association express its gratitude, by a rising vote of thanks, to the Local Secretary, to the druggists of Greensboro, and to all individuals and organizations who have contributed to the success of the 1943 Convention.

Respectfully submitted

(Signed) JOHN C. BRANTLEY, JR.
Raleigh

The Visitation Committee presented their report through T. R. Burgiss, Sparta, Chairman of that committee.

REPORT OF THE U. N. C. VISTITATION COMMITTEE

Mr. President and Members of the N. C. Pharmaceutical Association:

On April 21, 1943, your visitation committee, composed of E. F. Rimmer, Sanford; W. F. Ryne, Gastonia; H. W. White, Fayetteville; and T. R. Burgiss, Sparta, met at 11:00 A.M. in Howell Hall at the University of North Carolina.

Your committee first discussed the problems of war-time education with the members of the faculty of the Pharmacy School, after which we were introduced to the senior class by Dean Beard.

At this meeting we had a very interesting discussion about the necessary equipment needed for Howell Hall. The following suggestions were presented by the Pharmacy Senate, and were wholeheartedly endorsed by your committee:

1. To install a model drug store in the basement of the pharmacy building, and have the incoming president appoint a committee for the purpose of studying this project.
2. To install hoods in the organic chemistry laboratories.
3. To improve desk tops in laboratory on second floor.
4. To install private lockers for students in basement.
5. To install a pay station telephone in Howell Hall.
6. To improve lighting facilities in library.

7. To make hot water available to all laboratories.

After this session with the seniors we were luncheon guests of the University at the Graham Memorial Cafeteria.

After lunch your committee made a thorough tour of the laboratories, library, and classrooms of Howell Hall. Also in this tour your committee saw the senior class compounding everyday prescriptions.

The University of North Carolina School of Pharmacy is the largest, one of the oldest and best schools of its type in the South, and we fully believe that its greatest need is better equipment for practical training of the pharmacy student.

(Signed) T. R. BURGESS,
Chairman

Immediately following completion of this report, a report of the activities of the Students' Branch was presented by Secretary Anthony Johnston of Littleton.

*Report of the University of North Carolina
Students' Branch of the North Carolina
Pharmaceutical Association for the
Scholastic Year 1942-43*

The Student Branch of the N. C. P. A. has held seven meetings during the year. The organization has had a very interesting and successful year under the leadership of the following officers:

President—Banks Dayton Kerr of Mooresville
Vice-President—Albert Jowdy of New Bern
Secretary—Anthony Johnston of Littleton
Treasurer—Halcyone Belle Collier of Asheville.

At each meeting the attendance was good, the members taking an active part on each program by participating in an open forum discussion following each speech. The programs during the past year tended toward student programs, guest speakers, and movies. Among the guest speakers who gave most interesting speeches were Mr. W. J. Smith, Mr. H. C. McAllister, Assistant-Inspector for the State Board of Pharmacy, Chief Pharmacist Mate Lynch of the Carolina Pre-Flight School, Dr. Ralph W. Clark of the Pharmacy Service Department of Merck and Company, and Mr. Paul Bissette, President of the North Carolina Pharmaceutical Association, who presented a very interesting discussion on modern methods for improving public relations.

We have a total enrollment of 98 dues-paid members which is eighty percent of the total Pharmacy School enrollment. The Student Branch has tried to cooperate in all activities of the school, and we are always anxious to do what we can for the State Association.

Financial Statement

Balance from last year.....	\$ 4.60
Collections for the year.....	122.50
Total	\$127.10

Paid to N. C. P. A.....	98.00
Local Expenses	26.36
Cash on Hand.....	2.74
Total	\$127.10

New Officers

On May 14, 1943 a picnic was given for all members of the Student Branch at which time the newly elected officers were installed.

President—Bill Taylor of Durham
Vice-President—Charles Beddingfield of Clayton
Secretary—Anna Frances Rimmer of Sanford
Executive Council Member—Rankin Carruthers of Graham
Treasurer—Bobby Dees of Burgaw.

Conclusion

We are looking forward to the coming year with great pleasure, and we hope as many of the members of the State Association as possible will attend our meetings. We shall always be glad to have you and we assure you that you will receive a hearty welcome.

Sergeant Henry Smith from Camp Butner and others who are serving with the Armed forces, but who were present at the meeting, were introduced by Dean Beard. These boys were called to the front of the room, where an ovation was accorded them.

Upon the suggestion of Sam Welfare, Winston-Salem, a rising vote of thanks was extended W. J. Smith for his work during the past year.

P. J. Suttlemyre, Hickory, called for rising votes of thanks to President Paul B. Bissette, Wilson, and for C. C. Fordham, Jr., Past-President of Greensboro, who is now a Lieutenant in the Navy, stationed in Florida.

President Bissette called for the Nominating Committee's report. This was presented by Joe Hollingsworth of Mt. Airy.

REPORT OF NOMINATING
COMMITTEE

We have selected the following nominees for offices of the N. C. P. A. for the year 1944-45:

NOMINEES FOR OFFICES OF THE
N. C. P. A. FOR THE YEAR 1944-45

President

W. A. GILLIAM, Winston-Salem
C. J. JAMES, Hillsboro

1st Vice-President

E. C. DANIEL, Zebulon
PAUL H. THOMPSON, Fairmont

2nd Vice-President

T. R. BURGESS, Sparta
W. M. SALLEY, Asheville

3rd Vice-President

T. G. CRUTCHFIELD, Greensboro
T. J. HAM, Yanceyville

Member of Executive Committee

R. P. LYON, Charlotte
A. N. MARTIN, Roanoke Rapids

Member of Board of Pharmacy

F. W. HANCOCK, Oxford
H. C. McALLISTER, Chapel Hill

Respectfully submitted,

(Signed) J. A. GOODE
WESLEY FERRELL
P. J. SUTTLEMYRE
PHIL D. GATTIS
I. T. REAMER
A. COKE CECIL
JOE HOLLINGSWORTH, *Chairman*

A. N. Martin, Roanoke Rapids, *Chairman*
of the Time and Place Committee, presented
their report.

REPORT OF THE COMMITTEE ON TIME AND PLACE

We have had some telegrams from Raleigh, inviting us there for the next annual meeting of the N. C. P. A., which I would like to read at this time.

North Carolina Pharmaceutical Association
c/o O. Henry Hotel, Greensboro, N. C.

We extend a cordial invitation for the North Carolina Pharmaceutical Association to hold its Nineteen Forty-Four meeting in Raleigh. With our excellent hotels, transportation facilities and central location, a meeting in Raleigh should draw a large attendance. We shall be glad to co-operate in every way in formulating plans for the meeting.

(Signed) LESTER ROSE,
Executive Secretary,
Raleigh Chamber of Commerce.

North Carolina Pharmaceutical Association
O. Henry Hotel, Greensboro, N. C.

Please do your best to bring the druggists to Raleigh for their next convention. Would like

very much to have them with us and I assure you we will do our very best for each and every one of them. Regards.

(Signed) KENNETH PHILLIPS,
Manager,
The Sir Walter Hotel (Raleigh)

Our Committee has decided on Raleigh as the place for the next Convention, the time to be left up to the decision of the Executive Committee.

Respectfully submitted
(Signed) A. N. MARTIN, *Chairman*
T. G. CRUTCHFIELD
RALPH ROGERS

The report of the Time and Place Committee was adopted.

J. A. Goode, Asheville, suggested that the Secretary write a letter to Senator Robert Reynolds urging the rapid passage through the Senate of the Pharmacy Corps Bill.

Mr. F. W. Hancock, Oxford, advised the members that he in his capacity as Secretary of the Board of Pharmacy had already wired Senator Reynolds.

Dean Beard moved that the nominations be closed and that the Secretary be instructed to cast a ballot for voting.

Lt. L. J. Loveland, President of the T. M. A., brought greetings from his organization and expressed his appreciation for the cooperation which existed between the N. C. P. A. and the T. M. A.

President Bissette expressed his appreciation to the members of the N. C. P. A. for their cooperation during his year in office and said, in part, "I can't remember a more pleasant year in my life, nor a more interesting one."

E. F. Rimmer, Sanford, was asked to escort President-elect R. P. Lyon, Charlotte to the rostrum where he was installed by President Bissette as leader of the Association for the coming year.

In turn President Lyon installed the following officers who had been elected to serve with him: 1st Vice-President, W. A. Gilliam, Winston-Salem; 2nd Vice-President, E. C. Daniel, Zebulon; 3rd Vice-President, T. R. Burgess, Sparta; Member of the Executive Committee for a three-year term, Paul B. Bissette, Wilson.

Following a few remarks from each of these officers, the meeting was declared adjourned by the President.

Respectfully submitted
(Signed) W. J. SMITH
Secretary-Treasurer

The Association wishes to acknowledge, with grateful appreciation, the following list of manufacturers and wholesalers who contributed funds for the purchase of War Bonds and Stamps given away at the Annual Convention in Greensboro, May 18-19.

O'Hanlon-Watson Drug Co., Winston-Salem	\$ 150.00
Scott Drug Company, Charlotte.....	100.00
Southern Dairies, Inc., Greensboro	200.00
Peabody Drug Company, Durham.....	50.00
Pet Dairies, Greensboro.....	100.00
Justice Drug Company, Greensboro.....	500.00
Vick Chemical Company, Greensboro.....	131.25
W. H. King Drug Company, Raleigh.....	100.00
B. C. Remedy Company, Durham.....	50.00
Edwards Drug Company, Raleigh.....	50.00
Goody's, Ltd., Winston-Salem.....	100.00
Bennett Lewallen Co., Winston-Salem....	25.00
Meritt Chemical Company, Greensboro....	100.00
Traveling Men's Auxiliary.....	200.00
Burwell Dunn Drug Co., Charlotte.....	100.00
Kendall Medicine Company, Shelby.....	50.00
Owens Drug Company, Salisbury.....	25.00
Greensboro Drug Club, Greensboro.....	200.00

TOTAL MATURITY VALUE.....\$2231.25

In addition to the above, Justice Drug Company contributed the \$100.00 War Bond given away during the "Quinine" campaign. Also, Justice Drug Company and Southern Dairies sponsored the "Past Presidents Luncheon" and the "Bridge Luncheon" for the ladies.

Pet Dairies is also to be commended for their fine support in sponsoring a special dinner for the Women's Auxiliary and ladies registered at the Convention. Mr. Carl Goerch of Raleigh appeared on the program through the courtesy of the B. C. Remedy Company.

Particularly outstanding was the fact that every drug store in Greensboro contributed to the entertainment fund this year and representatives from the various drug firms throughout the city helped greatly in the work associated with the convention.

ROLL OF MEMBERS

(Corrected to May 15, 1943)

A dagger (†) before a member's name denotes both life and charter membership.

Names of life members are printed in small capitals.

Names of charter members are printed in italics.

The date following a member's name indicates years of affiliation.

A

Adair, Walter Holmes (1924)1936 Roxboro
 Adams, Ray McLean1943 LaGrange
 Adams, W. J.1942 High Point
 Adams, Edward Clarence1910 Gastonia
 Adams, Wilbur Royster1933 Angier
 Adkinson, Newton Frank1932 Forest City
 Ahrens, Adolph George1926 Wilmington
 Airheart, Walter Thurston1936 Concord
 Allen Charles Henry1920 Winston-Salem
 Allen, H. H.1917 Cherryville
 Allgood, W. W.1942 Roxboro
 Anderson, Carolyn Cox1934 Lansing, Mich.
 Andes, Garrette Earl1929 Wadesboro
 Andrews, Charles McDonald1907 Burlington
 Andrews, Wesley Thompson1922 Goldsboro
 Arnold, Brodie Duke1934 Raleigh
 Austin, Beverly Newton1928 Shelby

B

Bailey, Lee A.1938 Charlotte
 Bain, Jones Douglas (1925)1940 Clayton
 Baker, Walter Presley1922 Raeford
 Ballaw, James Gordon1917 Lenoir
 Barbour, Joseph Parker1928 Burlington
 Barefoot, Lezie Glenn1934 Welch Cove
 Barnhardt, Manlus Ray1929 Rockwell
 Barrett, Raymond Ellis1919 Burlington
 Basart, Jasper Martin1939 Greenville
 Baucum, Alfred Vernon1906 Apex
 BEARD, J. G. (1923)1908 Chapel Hill
 Beddingfield, Chas. Herman1919 Clayton
 Beddingfield, Edgar T.1917 Clayton
 Bell, Frank Roland1924 Beaufort
 Bender, Walter Meares K.1928 Fayetteville
 BENNETT, KELLY EDMUND
 (1937)1912 Bryson City
 Benson, Ernest Stuart1936 Wilmington
 BERNARD, GERMAIN (1933)1904 Durham
 BEST, JOHN HARPER (1936)1923 Greensboro
 Biddy, O. D.1942 Whiteville
 Riggs, Warren H.1942 Williamston
 Bilbro, Quinton Trotman1924 West Asheville
 Birmingham, John S. (1913)1933 Hamlet
 Bishop, Howard Lewis1939 West Asheville
 BISSETTE, PAUL BRANCH1924 Wilson
 Black, Bonner Brevard (1921)1940 Kannapolis
 Black, Oliver Randolph1927 Bessemer City
 BLAIR, ROCHELLE KENT (1933)1919 Charlotte
 Blanton, Charles Donald1928 Kings Mountain
 Blauvelt, Wm. H.1938 Asheville
 Elue, Daniel Adolph1926 Carthage
 Bobbitt, A. B.1942 Winston-Salem
 Bobbitt, Hilliard Fletcher1939 Glen Alpine
 Bobbitt, Louis Myron (1917)1940 Winston-Salem
 Boone, D. Leonard1905 Durham
 Booth, Guthrie Donald1941 Durham
 Bowman, C. E.1942 Conover
 Boyd, Shelton Bickett1940 Chapel Hill
 Boysworth, Ernest Gaston
 (1928)1939 Farmville, Va.
 Bradford, Chas. Harry1939 Greensboro
 Bradley, J. P.1942 Burlington
 Bradshaw, Edward Luther1927 Kinston
 Brady, Charles Alvin1942 Hickory
 Brame, Maurice Milam, Jr.1936 Durham
 Brame, Philip Augustus1937 N. Wilkesboro
 Brame, Robert Marvin, Jr.1929 N. Wilkesboro
 Brantley, John C.1917 Raleigh
 Brantley, John Calvin, Jr.1930 Raleigh
 Bretsch, Albert1941 Southern Pines
 Brewer, Stroud Otis1915 West Durham
 Brison, John Edgar1942 Gastonia
 Brison, Sam P.1942 Belmont
 Brodie, Thomas Lewis1930 Burlington
 Brooks, Frank Gibbons1921 Siler City
 Brookshire, Guy Elliott1919 West Asheville

Brookshire, Lloyd Plemmons1924 Asheville
 Brown, Bonnie Curlee1931 Raleigh
 Brown, James Dulon (1916)1934 Garner
 Browning, Alton Cain1928 Greensboro
 Browning, David Benjamin1929 Rocky Mount
 Bruce, Thomas Milton1940 Hot Springs
 Buchanan, Elmer William1935 Greensboro
 Buchanan, Ernest Chadwell1939 Kinston
 Buffalo, John Mack1933 Raleigh
 Bullard, Rupert Edison1942 Fayetteville
 Bunch, Luther Elmo1934 Carolina Beach
 Burgess, Thos. Roy (1926)1940 Sparta
 Burlage, Henry Matthew1934 Chapel Hill
 Burnett, John Paul (1918)1930 Whitakers
 Burris, Loy Ray1937 Cleveland
 Burrus, Blanche Evelyn1941 Durham
 Burrus, Samuel Brainard
 (1924)1934 Canton
 Burt, Milton Stanley1930 Durham
 Burwell, W. A.1919 Raleigh
 Butler, A. B.1942 Clinton
 Bynum, Carney Washington1928 New Bern
 Byrd, Clement1940 Asheboro

C

Cable, Maurice LeRoy1939 Asheville
 Cagle, Carlus Vann1927 Greensboro
 Cain, Charles Macbeth1931 Henrietta
 Cain, Leighton Dewey1941 Elm City
 Caldwell, Palmer1937 Wilmington
 Cameron, William Lauchlin1942 Tarboro
 Campbell, Edward Graham, Jr. 1941 Wilson
 Campbell, Francis Earle (1925)1940 Hamlet
 Campbell, Howard Turner
 (1925)1933 Maiden
 Campbell, Rowe B.1918 Taylorsville
 Canaday, Ralph Clarence1913 Four Oaks
 Capps, Earl Uel1939 Rocky Mount
 Carrigan, James Frank1931 Granite Falls
 Carroll, Wm. Wright1934 Dunn
 Carswell, A. P.1942 Durham
 Carswell, Ransom Fred (1920)1939 Winston-Salem
 CARTER, SAMUEL (1918)1915 Salisbury
 Causey, John Henry1940 Winston-Salem
 Cecil, Aros Coke1919 High Point
 Champion, Herbert Otis1926 Waynesville
 Chandler, Emmett Owen1930 Leaksville
 Chandley, Albert B.1940 Asheville
 Chapman, Henry Clay1941 Durham
 Cherry, James Lunsford1941 Asheville
 Civil, John Keough1928 Charlotte
 Clapp, Ernest Bernard1936 Newton
 Clark, George Edward1942 Washington
 Clark, Samuel Gordon1942 New Bern
 Cloer, Frederick Herman1920 Charlotte
 Cloer, Paul Link1935 Lenoir
 COBB, CLARENCE HARPER
 (1936)1933 Durham
 Cobb, J. Louis1941 Black Mountain
 Coble, James Clifford1932 High Point
 Cochran, Arthur Linwood1937 Jackson
 Cole, Thos. Reid1925 Pinehurst
 Colina, Gilberto1940 Charlotte
 Compton, James Wesley1917 Salisbury
 Connell, Jas. Beardsley1930 Henderson
 Cooke, Henry Maddrey1937 Winston-Salem
 COPELAND, ROBERT R. (1925)1917 Ahoskie
 Coppedge, J. Benj. (1913)1922 Raleigh
 Coppedge, James William1915 Raleigh
 Cornelius, Robert Eston1942 Kannapolis
 Corawell, Amos Halsted1937 Lincolnton
 Cornwell, George Thomas1936 Morganton
 Costner, Beverly Pulaski1910 Lincolnton
 Council, Commodore Thos.1915 Durham
 Crabtree, G.1915 Raleigh
 Crabtree, Esker Pegram1942 Statesville
 CRABTREE, W. A. (1917)1915 Sanford

Craig, Lyle Benjamin.....	1940 Vass
Crawford, Edgar P.....	1919 Marion
Crawford, Harvey Dinsmore.....	1939 Black Mountain
Creech, James Leonard.....	1939 Smithfield
Creech, Leonard Ralph.....	1934 Oxford
CREECH, WM. H.....	1933 Selma
Crissman, Uba Frank.....	1935 Lexington
Cronley, Robert Irvin.....	1940 Raleigh
Crowell, Charles Milton.....	1938 Mooresville
Crutchfield, Thomas Garrett	
(1920).....	1933 Greensboro
Culbreth, Graham McKenzie.....	1938 Hamlet
Curtis, Jas. Richard.....	1929 Bessemer City
Curtis, Rufus Harrison (1924).....	1934 Rowland

D

Dailey, R. L.....	1919 Reidsville
Daniel, Elbert C.....	1916 Zebulon
Darden, Robert Jackson.....	1940 Clinton
Davis, C. E., Jr.....	1942 Shelby
Davis, Clifford Vernon (1921).....	1938 Mount Airy
DAVIS, DAVID RAMSEY (1936).....	1926 Williamston
Davis, McDonald, Jr.....	1941 Roseboro
Davis, Marvin Lee.....	1935 Kinston
Dawson, Milton Piere (1920).....	1937 Rocky Mount
Day, Lewie Griffith.....	1930 Spruce Pine
Dayvault, Frank Wilson.....	1929 Lenoir
Deal, Harland Murlee.....	1926 Lenoir
Dees, Robt. Edw. Lee.....	1920 Wallace
Dees, James Henry.....	1937 Greensboro
Dill, Geo. W., Jr.....	1927 Morehead City
Dodd, C. N.....	1936 Raleigh
Dosher, George Rufus.....	1936 Southport
Dowdy, David Astor.....	1918 High Point
Duffy, H. Bryan.....	1936 New Bern
Duguid, Helen Williams.....	1942 Graham
Dunn, Robert A.....	1904 Charlotte
Durham, Carl Thomas.....	1918 Chapel Hill

E

Eatman, Garland Adelbert.....	1939 Nashville
Edmonds, M. M.....	1940 Fair Bluff
Edwards, Charles Ruffin.....	1935 Kannapolis
Edwards, Otho Crowell.....	1922 Raleigh
Edwards, Sherwood Mac, Jr.....	1941 Raleigh
Edwards, Snowdie McC.....	1919 Ayden
Edwards, Thomas Northey.....	1919 Charlotte
ELDRIDGE, JULIUS (1940).....	1922 Winston-Salem
Elliott, Augustus Green.....	1915 Fuquay Springs
Elson, John Ross.....	1932 Enka
Elson, John Richard, Jr.....	1939 Enka
Etheridge, Samuel Bushell.....	1917 Washington
Etheridge, Sidney Gladstone.....	1913 Elizabeth City
Etheridge, Thomas Jarvis.....	1920 Bailey
Eubanks, Clyde L.....	1915 Chapel Hill
Eubanks, James Norwood.....	1917 Greensboro
Evans, Jas. Edward.....	1935 Marion
Evans, Wm. Bryant.....	1924 Enka

F

Farrington, John Vanstory.....	1926 Hickory
Feagin, E. L.....	1928 Hendersonville
Ferguson, John Stratford.....	1929 Raleigh
FERRILL, WESSIE CONWAY	
(1933).....	1920 Nashville
Fetzer, Frank Goodson.....	1922 Wadesboro
Fishe, A. L.....	1942 Winston-Salem
Fordham, Christopher C., Jr.....	1925 Greensboro
Foster, Dan Wm.....	1927 West Asheville
Foster, R. E., Jr.....	1941 Marion
Fox, Charles Michael.....	1909 Asheboro
Fox, Howard Spencer.....	1937 Southern Pines
Fox, Jas. Hamilton.....	1939 Asheboro
Fox, Ludolph Glenn (1921).....	1936 Rockingham
Franklin, Oren Edgar (1904).....	1940 Boone
Frieze, William Scott.....	1919 Concord
FULGHUM, RAIFORD THOMAS	
(1913) (1937).....	1933 Kenly
Fuller, Edwin Rudolph.....	1942 Albemarle
Futrell, Clyde Loraine.....	1940 Cary

G

Gaddy, Ellis Patrick.....	1941 High Point
Gaddy, Henry Moody (1917).....	1940 Charlotte
Gaddy, Phil.....	1942 Marshville
Galloway, Adrian Eure.....	1938 High Point
Gamble, John Paul.....	1921 Monroe
Gardner, Mattie Smith.....	1926 Charlotte
Garren, Falton Oats.....	1933 Wilmington
GATTIS, PHILIP D. (1929).....	1922 Raleigh

Gilbert, Laomie Mercer, Jr.....	1942 Maxton
Gibson, Allison McLaurin.....	1925 Gibson
Gilliam, Wade Axom.....	1925 Winston-Salem
Gilliken, Claude Elton.....	1935 Kenly
Glass, Patrick Gray.....	1926 Kannapolis
Glass, William Thomas, Jr.....	1939 Wilmington
Glenn, Jamerson Samuel.....	1925 Mount Olive
GODWIN, C. F. (1934).....	1933 Pine Level
GOODE, J. A. (1919).....	1911 Asheville
Goodrum, Cloyd Smith.....	1942 Davidson
Goodwin, Malcolm Noyes.....	1940 Greensboro
Gorham, Richard Speight.....	1919 Rocky Mount
Graham, John Calhoun.....	1917 Red Springs
GRANTHAM, G. K. (1918).....	1895 Dunn
Grantham, Hiram.....	1904 Red Springs
Grantham, Lewis Irvin.....	1916 St. Pauls
Grantham, Reid Bridges.....	1937 Red Springs
Greene, Herbert Cooper.....	1920 Charlotte
Greene, J. G.....	1942 High Point
Griffin, Octavus.....	1925 Roanoke Rapids
Griffin, William Russell.....	1926 Old Fort
Grimes, George David.....	1942 Robersonville
Guion, Clayton Lloyd.....	1921 Aberdeen
Guion, Clyde Doyle.....	1919 Cornelius
Guion, Howell Newton.....	1921 Marshville
Guiton, John Albert.....	1921 Whiteville
Gurley, William Burden.....	1917 Windsor
Guthrie, Clarence H.....	1936 Beaufort

H

Hall, James Malcom.....	1922 Wilmington
Hall, James Malcom, Jr. (1928).....	1937 Wilmington
Hall, John Denby.....	1941 Scotland Neck
Hall, Sam Cannady (1924).....	1931 Oxford
Hall, Stacey Buckner.....	1926 Mocksville
Halsey, W. B.....	1941 Morganton
Ham, Thos. J., Jr.....	1926 Yanceyville
Hamlet, Reginald.....	1940 Raleigh
Hammond, Harry Allan.....	1939 Charlotte
Hancock, Franklin Willis.....	1880 Oxford
Hand, Jasper Kennedy.....	1922 N. Charlotte
Hardee, Aldridge Kirk.....	1924 Graham
Hardee, Aldridge Kirk, Jr.....	1940 Charlotte
Harden, Wilkins.....	1937 Raleigh
Hardwicke, St. John Hart.....	1924 Wake Forest
Harper, Wm. Lacy.....	1926 Hendersonville
Harris, Joseph Claxton (1924).....	1932 Durham
Harris, Wm. B.....	1932 High Point
Harrison, Thomas N., Jr.....	1937 Greenville
Hart, Geo. Washington.....	1937 Winston-Salem
Hart, L. W.....	1921 China Grove
Hartis, Gilbert Clyde.....	1935 Winston-Salem
Harville, Reese Courts (1917).....	1937 Gastonia
Haupt, Edward.....	1925 Newton
Hayes, William Anderson.....	1940 Durham
HEDGEPETH, R. A. (1931).....	1924 Lumberton
Henderson, Guilford Elerby.....	1942 Charlotte
Hendriksen, H. E.....	1942 Raleigh
Hendrix, J. O.....	1941 Canton
Herring, Needham Bridgeman.....	1917 Wilson
Herring, Robert Roscoe.....	1917 Oxford
Hicks, Allen Milton.....	1934 Charlotte
Hilton, Charles McLane.....	1908 Greensboro
Hocutt, Delma Desmond.....	1920 Henderson
Hogan, Alexander Lacy.....	1936 Kinston
Holding, Thos. Elford, Jr.....	1936 Wake Forest
Holland, Henry Odessa.....	1915 Apex
Holland, Lewis Lea.....	1940 Apex
Holland, Lewis Lea.....	1940 Hamlet
Holland, Willis Froneberger.....	1924 Mount Holly
Hollingsworth, Joe.....	1935 Greenville
Hollowell, Wm. Clyde.....	1925 Whiteville
Holroyd, Robt. McTernin.....	1926 Brevard
Holt, Fred Anderson.....	1940 Raleigh
Honeycutt, Geo. Wm.....	1919 Kinston
Hood, John C.....	1937 Dunn
Hood, Paul C. (1913).....	1925 Dunn
Hood, Thomas Rufin.....	1920 Fayetteville
Horne, S. Rufin.....	1900 Fayetteville
HORNE, W. W. (1917).....	1942 Charlotte
Hough, James Thomas.....	1924 Beaufort
HOUSE, JOSEPH (1935).....	1935 Cherryville
Houser, Wm. Henry.....	1919 Coolemeec
Hoyle, Marion H.....	1942 Greensboro
Hownton, J. L.....	1942 Morehead City
Hufham, Walter.....	1942 Madison
Hughes, John Robert.....	1940 Charlotte
Hunter, J. Boyce (1921).....	1942 Lenoir
Huntley, C. O.....	1935 Winston-Salem
Huss, Kelly William.....	1910 Winston-Salem
Hutchins, James Alexander.....	1910 Winston-Salem

I

Ingram, Lawrence M. (1920)1933 High Point
Irwin, Dwayne Alton.....1941 Elkin

J

Jackson, Jasper Carlton.....1927 Lumberton
Jackson, Leonidas.....1924 Erwin
Jacobs, Marion Lee.....1927 Chapel Hill
Jacks, Francis Gilliam.....1942 Elizabeth City
JAMES, ALBERT ALLISON.....1916 Winston-Salem
James, Charles Jordan.....1930 Hillsboro
Jenkins, Lawrence Wilson.....1942 Tabor City
Jenkins, Sam.....1929 Walstonburg
Johnson, Graham Page (1924).....1933 Jacksonville
JOHNSON, JAS. EDWIN.....1928 Lumberton
Johnson, Roy Josiah.....1924 Asheville
Johnson, William Lewis (1924).....1939 Raleigh
Johnson, Woodrow Wilson.....1935 Fuquay Springs
Joiner, Arthur Eugene.....1937 High Point
Joiner, L. B.....1942 Salisbury
Jones, Alpheus.....1915 Warrenton
Jones, Dolan.....1927 Monroe
Jones, John Lee.....1924 Canton
Jones, Joseph Hunter.....1919 Haw River
Jones, M. L.....1937 Asheville
Jordan, D. L.....1942 Raleigh

K

Keenum, Ralph Francis.....1935 Sylva
Kelly, George Carl.....1928 Lillington
Kelly, Hunter Liggett.....1941 Durham
Kerner, Lewis Clarence.....1905 Henderson
Kert, Jas.....1930 Kannapolis
Kibler, Ralph Emory.....1922 Morganton
King, J. R.....1915 East Durham
Kirkpatrick, G. L.....1942 Asheville
Koonce, John E.....1941 Chadbourn
Koonce, Archie Alva.....1931 High Point
Kritzer, Everett, Loftus.....1932 Albemarle
Kunkle, Austin Boyd.....1925 Norfolk, Va.

L

Lamar, William Moate.....1941 Fayetteville
Lamm, Lewis Marion (1924).....1939 Mount Airy
LANGDON, RALPH EDWARD
(1936).....1924 Fayetteville
Lasley, Chas. Glenn.....1939 Hickory
Lasley, Matthew Ivey.....1924 Winston-Salem
Lazarus, Jos.....1925 Sanford
Lea, Lumartin John.....1927 Laurinburg
Lea, Verne Duncan.....1920 Durham
LEE, PARMILLUS A. (1918).....1906 Dunn
Lewis, B. B.....1942 Lincolnton
Lewis, William Clyon.....1937 Charlotte
Lewis, Wilson E.....1919 Mount Olive
Lewis, W. K.....1942 Mount Olive
Libbus, Thomas Anthony.....1936 New Bern
Link, Francis Philip.....1939 Reidsville
Linn, Tom Latin.....1939 Landis
LISK, DANIEL CLYDE (1929).....1920 Charlotte
Lloyd, Allen Alexander.....1940 Hillsboro
Lord, Charles A.....1916 Asheville
Lovett, Herbert Edward.....1938 Liberty
Lutz, Horace Cleveland.....1909 Hickory
Lynch, Ernestine Barber.....1939 Wilmington
Lynch, William Francis.....1940 Hillsboro
Lyon, F. F.....1916 Oxford
Lyon, James Fleming.....1941 Rocky Mount
Lyon, Robert P.....1919 Charlotte

M

McAllister, Harmon Carlyle.....1936 Chapel Hill
McBryde, Richard Vincent.....1933 Fayetteville
McCullum, Numa Hill.....1934 Leaksville
McCrimmon, Daniel David.....1928 Hemp
McCrimmon, Dan Grier.....1943 Hemp
McDonald, Henry Clyde.....1942 Brevard
McDonald, William Russell, Jr. 1921 Hickory
McDonald, Nefleet Owen
(1921).....1933 Scotland Neck
McDuffie, Roger Atkinson.....1915 Greensboro
McFalls, Oliver Wendell.....1940 Pomona
McFalls, Samuel Woodrow.....1940 Greensboro
McGee, James Conrade.....1941 Asheville
McGowan, David F.....1942 Asheboro
McKenzie, L. M.....1941 Lumberton
McKay, Daniel McNeill.....1917 Durham
McKay, Joseph Wheeler.....1943 Hazelwood

McLean, George Woodrow.....1937 Dunn
McLelland, John Howard.....1942 Troutman
McManus, Matthew T. Yates.....1933 Winston-Salem
McNair, Robert Terry (1933).....1940 Rockingham
McNeill, Arthur Dennis.....1935 Norwood
McNeill, George Raymond
(1907).....1933 Whiteville
McNeill, John Albert.....1940 Whiteville
McNeill, Lenwood Johnson.....1936 Gastonia
Macon, Arthur Boise.....1936 Mount Airy
Malone, Charles Everette.....1917 Salisbury
Maness, Riley Colon.....1935 Greensboro
Markham, George Wilber.....1942 Fayetteville
Martin, Alfred Newman.....1922 Roanoke Rapids
Martin, Synodr L., Jr.....1924 Leaksville
Mathews, Chas. E., Jr.....1919 Roanoke Rapids
Matthews, George Edgar.....1940 Fayetteville
Matthews, George Washington.....1922 Asheville
Matthews, John Ivey.....1938 Raleigh
Mauney, Walter McCombs.....1928 Murphy
Mayrand, Louis P.....1943 Greensboro
Melvin, Marion Butler.....1924 Raleigh
Merriman, William Doctor

(1929).....1938 Charlotte
Miles, Morton Clifton.....1917 Henderson
Millaway, Eugene Delano.....1940 Burlington
Miller, Archie James.....1935 Asheville
Miller, Clarence Mason (1918).....1932 Rose Hill
Miller, R. E.....1935 Wilmington
Mills, Archie Edward.....1939 Durham
Mills, John Craton.....1919 Cliffsides
Mills, Joseph Arthur (1922).....1932 Bator City
Mitchell, Clarence Eugene.....1934 Highlands
Mitchell, Franklin Troy.....1924 Fairmont
Mitchell, Henry Gather.....1941 Burlington
Mitchell, John D.....1936 Charlotte
Mitchener, John Agrippa, Jr.....1938 Edenton
Montague, Geo. W.....1919 Durham
Moore, Banks McIlvain.....1942 Salisbury
Moore, Bernice Culbreth.....1931 Rocky Mount
Moore, Milton Alvin.....1943 Tarboro
Moore, Thomas John.....1927 Wilson
Moore, George Kelly.....1925 Boone
Moore, Hoy Archibald.....1927 Mount Pleasant
Moore, Walter Lee.....1924 Hendersonville
Moss, Fred Morris.....1935 Gastonia
Munday, James Coleman
(1921).....1937 Kannapolis
Murphy, C. L.....1942 Salisbury
Murphy, John C.....1942 Shelby
Murr, George Frank.....1931 Thomasville
Murrell, Harry Thomas.....1937 Albemarle

N

Neil, Joseph Walton.....1935 Shelby
Neville, Augustus, Jr.....1941 Spring Hope
Newsome, Henry C. (1921).....1935 Winston-Salem
Nicholson, A. T.....1915 Tarboro
Nicholson, Elliott Nolley.....1935 Murfreesboro
Nicholson, Michael Albright.....1918 Troy
Nowell, Wm. Robert.....1913 Wendell

O

Oakley, Curtis Hill.....1929 Roxboro
O'Daniel, James Sydney.....1939 Lenoir
O'HANLON, E. W. (1929).....1935 Winston-Salem
O'Neal, Walton Prentiss.....1928 Belhaven
Overman, Harold Speight.....1936 Elizabeth City
Owen, Fred R.....1936 Tryon

P

PAGE, B. FRANK (1930).....1906 Raleigh
Page, Clarence Eugene, Jr.....1939 Raleigh
Palmer, Archibald William
(1925).....1936 Sanford
Parker, Richard Smith.....1922 Murphy
Parker, W. W., Jr.....1924 Henderson
Parks, William Allen.....1937 Fort Mill, S. C.
Perry, Elijah B. (1919).....1929 Littleton
Phillips, Millard Brown.....1919 Albemarle
Phillips, Wm. Penn (1927).....1937 Morganton
Pike, Jesse Miller.....1941 Concord
Pike, Jos. Wm.....1938 Concord
PILKINGTON, G. R. (1920).....1938 Pittsboro
Pinnix, John M.....1942 Kernersville
Pinnix, William Maple.....1925 New Bern
Polk, John Bunnie.....1941 Durham
Poole, Larry Britain.....1942 Thomasville
Pope, Arthur Rowe.....1932 Black Mountain

Porter, Charles Davis.....	1924	Concord
Powell, Joseph Clement (1928).....	1940	Winston-Salem
Powers, Chas. O.....	1936	Burlington
Price, Hubert Graham.....	1938	Raleigh
Price, Samuel Howard.....	1920	Mooresville
Proctor, Wm. Vinson.....	1939	Charlotte
Pugh, Edward Stuart.....	1941	Windsor
Purcell, David Craig.....	1936	Salisbury
PURCELL, SAM M. (1919).....	1909	Salisbury

R

Rand, Thos. Reid, Jr.....	1940	Charlotte
Ray, Ervin, Linwood.....	1926	Asheboro
RAY, FREDERICK, JR.....	1933	Jonesboro
Ray, Frederick, Jr.....	1933	Jonesboro
Rayson, C. A. (1917).....	1904	Asheville
Reamer, I. T.....	1934	Durham
Reaves, Hallie Craven.....	1937	Asheboro
Reaves, Leonard Erastus, Jr. (1933).....	1938	Fayetteville
Reeves, Jefferson.....	1924	Waynesville
Register, Milton Otis.....	1932	Clinton
Rhodes, Cader.....	1924	Raleigh
Rhodes, James Frederick.....	1942	Kinston
Rhine, Wayne Frank.....	1925	East Gastonia
Rice, Leslie Davis.....	1936	Maxton
Richardson, Luther Wyatt.....	1939	Goldsboro
Richardson, Odell K.....	1938	Elkin
Ridenhour, D. G.....	1942	Mount Gilead
Rishardson, Wayne Robt. (1936).....	1940	Boone
Rimmer, Eugene Freeland.....	1913	Sanford
Rimmer, Helen Bell.....	1934	Sanford
Rimmer, Robt. Meril (1931).....	1940	Franklin
Ring, Clifton Adolphus (1908).....	1939	High Point
Ring, Clifton Adolphus, Jr. (1908).....	1939	High Point
Ring, Luther Branson.....	1922	Wallace
Rives, Herbert Lisle.....	1924	Bethel
Roberson, Culas.....	1932	North Spray
Roberts, Herschel.....	1918	Weaverville
Roberts, Hubert Earl.....	1926	Marshall
Robinson, Carlton.....	1935	Winston-Salem
Robinson, Derwood Paul.....	1935	Oxford
Robinson, John Linwood (1919).....	1937	Belmont
Robinson, Thomas Ruffin.....	1938	Goldsboro
ROGERS, RALPH PEEL.....	1912	Durham
Rollins, E. W.....	1942	Winston-Salem
Rose, Ira Winfield.....	1906	Chapel Hill
Rouse, Louie Livingston.....	1935	Fayetteville
Royall, George Edwin, Jr.....	1941	Elkin
Roycroft, William Ruffin.....	1941	Coats
Rudisill, Jones Solomon.....	1910	Forest City
Russell, Jesse Milton, Jr.....	1940	Canton
Russell, Thomas Wayne.....	1937	High Point

S

Sally, Wm. M. (1912).....	1933	Asheville
Sanders, C. A.....	1938	Salisbury
Sanford, Roger Derrick.....	1922	Lumberton
Sappenfield, Jas. Alex.....	1926	Kannapolis
Saunders, Lawrence Sidney.....	1927	Wilmington
Savage, Matthew Council.....	1941	Roanoke Rapids
Savage, Robert.....	1928	Pilot Mountain
Scott, John M.....	1898	Charlotte
Secrest, V. V.....	1907	Monroe
SEDBERRY, H. S.....	1942	Rocky Mount
Selden, Jos. Stancell.....	1927	Weldon
Senter, Plennie Lloyd (1921).....	1937	Carrboro
Sewell, Guion Linwood.....	1927	Kinston
Sheffield, B. C., Jr.....	1942	Warsaw
Shelton, Claude Fuller.....	1929	Fairmont
Sherard, John Frank.....	1941	Leaksville
Shigley, Henry Hall.....	1935	Asheville
Shook, Eulan (1918).....	1936	Hickory
Simmons, Wilson Coite.....	1939	Winston-Salem
Simpson, Thomas S.....	1916	Winston-Salem
Singletary, Fred Bunyan.....	1936	Greensboro
Singletary, W. O.....	1942	Winston-Salem
Sitson, Jas. Andrew.....	1927	Mount Airy
Sloan, W. L.....	1942	Graham
Sloop, Lonnie Leyburn.....	1919	Laurens
Smith, Chas. Henry.....	1919	Charlotte
Smith, Fitz Lee (1918).....	1935	Pineville
SMITH, FRANK T.....	1888	Franklin
Smith, Henry Edwin.....	1938	Charlotte
Smith, James Pate Fillmore.....	1942	West End

Smith, John David.....	1939	Deposit, N. Y.
Smith, Leon.....	1920	Kannapolis
Smith, Oscar Wilbur.....	1937	Pilot Mountain
Smith, William Julius.....	1937	Chapel Hill
Smith, William Oscar.....	1942	Arlington, Va.
Sparks, Jas. Ellis.....	1926	Pinetops
Sparks, Lee Roy, Jr.....	1942	Durham
Stacey, Lewis Blanton.....	1942	Gastonia
Stanback, Thos. Melville.....	1917	Salisbury
Stanley, Vernon Eugene.....	1935	Charlotte
Stephenson, Edward Vassar.....	1937	Madison
Stevens, Mac Watson.....	1941	Lillington
Stevenson, John Thomas.....	1919	Elizabeth City
Stinson, J. H.....	1912	Statesville
Stone, Benjamin Franklin.....	1940	Elizabethtown
Stone, Bryant M.....	1938	Charlotte
Stowe, Harry Reid.....	1942	Charlotte
Strickland, Charles Brandon.....	1932	Fayetteville
SUGGS, ROBT. BAILEY (1934).....	1906	Belmont
Sullivan, Lawrence Steers (1927).....	1937	Lynchburg, Va.
Summey, Kelly Nims (1912).....	1924	Mount Holly
Suttle, Julius Albert.....	1919	Shelby
Suttlemyre, Claude Philip.....	1935	Charlotte
SUTTLEMYRE, PHILIP JOHNSON.....	1922	Hickory
SUTTON JAMES LINWOOD.....	1915	Chapel Hill
Swaney, Charles Arthur.....	1925	Winston-Salem
Swaringen, DeWitt C.....	1909	China Grove
Swindell, Edmund Slade.....	1922	Durham

T

Tainter, Dean (1925).....	1931	Marion
Tarkenton, Edward L.....	1903	Wilson
Tart, David Whitfield.....	1916	Roseboro
Tate, Earl Henry.....	1925	Lenoir
Taylor, Leroy Boone.....	1927	Conway
Taylor, Norward Travis.....	1936	Raleigh
Taylor, William P.....	1919	Roanoke Rapids
TEAGUE M. F. (1919).....	1917	Asheville
Templeton, Geo. Seckler.....	1927	Mooresville
Tennant, W. D. (1926).....	1938	Greensboro
Thomas, E. E. (1915).....	1929	Roxboro
Thomas, E. R.....	1907	Erwin
Thomas, John Ivey.....	1941	Rae ford
THOMAS, PHILIP LANGSTON (1935).....	1933	Roxboro
Thompson, Charles Page.....	1935	Orangeburg, S. C.
Thompson, James Lee (1925).....	1936	Reidsville
THOMPSON, PAUL HERMAN.....	1925	Fairmont
Thornton, George Palmer.....	1924	Goldsboro
Threatt, Julius Blakeney.....	1929	Durham
Tilley, John Everett.....	1924	Winston-Salem
Toms, Elmo Reid.....	1924	Wilmington
Townsend, J. H.....	1915	Red Springs
Tripp, Guy Oscar.....	1924	Charlotte
Trotter, Pinkney Lawson.....	1943	Chapel Hill
Turnstall, Joe Peyton.....	1941	Washington
Turnmyre, Arthur P.....	1922	Mount Airy
Tuttle, Bobbitt Marcus.....	1942	Angier
Tyson, Jesse William.....	1938	Greensboro

U

Unstead, Oscar Logan.....	1928	Durham
Underhill, John A.....	1942	Madison
Underwood, Hamilton Polk, Jr.....	1942	Fayetteville
Upchurch, Malcolm Thurston.....	1934	Smithfield
Usher, Joseph Thames.....	1931	Greensboro

V

Varner, Sebron Edward, Jr.....	1943	Brevard
Vinson, Emmett L.....	1922	Halifax
Vinson, James T.....	1923	Goldsboro

W

Walker, H. L.....	1942	Greensboro
Walker, Harry W. (1919).....	1929	Norlina
Walters, Alonzo Kennedy.....	1940	Burlington
Ward, Bernard Rudolph.....	1933	Goldsboro
Ward, Edward Harvie.....	1924	Tarboro
Ward, Waits Artemus.....	1924	Swannanoa
Warren, Bowman Glidewell.....	1927	Winston-Salem
Warren, Burney Simon.....	1914	Greenville
Warren, Lovett Aldin (1917).....	1935	Garland
Warren, Lovett Aldin, Jr.....	1939	Garland
Waters, George W., Jr.....	1910	Goldsboro
Watson, Joseph Winstead.....	1939	Rocky Mount
Watson, Richard (1924).....	1939	Hendersonville

WATSON, ROBERT NEAL.....	1939 Jonesboro	Brown, Henry Shelton.....	1935 Goldsboro
Way, James Arthur, Jr.....	1937 Winston-Salem	Butler, Clifford Roosevelt.....	1936 Dunn
Webb, Eugene Lea.....	1919 Thomasville	Cahill, Edgar Leon.....	1942 Winston-Salem
WEBB, THOMAS PAUL.....	1921 Shelby	Caudell, Frank M.....	1933 Buies Creek
Webb, Paul, Jr.....	1942 Shelby	Chandler, James Thomas.....	1935 Leaksville
Welborn, William Fowle.....	1919 Lexington	Clark, Herbert Mason.....	1941 Williamstown
Welch, Wm. Dorsey, Jr.....	1929 Washington	Collins, Wm. George.....	1935 Nashville
WELFARE, S. E. (1917).....	1917 Winston-Salem	Coppedge, R. F.....	1932 Asheville
Wells, Robert Rodney.....	1935 Shelby	Correll, Leslie James.....	1925 Kannapolis
West, Jas. F.....	1928 Winston-Salem	Coxe, James Sherwood.....	1920 Raleigh
West, Wilber Lethian.....	1941 Roseboro	Craig, Pauline Bell.....	1942 Winton
Wharton, Lee A.....	1941 Gibsonville	Crawford, Ernest Norwood.....	1942 Pikeville
Wheeler, C. Rankin (1920).....	1930 Winston-Salem	Currens, Turner Fee.....	1926 New York City
White, Clarence Bernard.....	1927 Henderson	Dalles, G. L.....	1942 Leaksville
White, Delmar Frederick.....	1930 Mebane	Davis, William Ralph.....	1942 Winston-Salem
White, Elliott Sylvester.....	1941 Burlington	Delinger, Henry McLurd.....	1933 Mount Holly
White, George Spencer.....	1924 Lexington	Dixon, John L.....	1935 Elm City
WHITE, HENRY GARFIELD (1934).....	1916 Elm City	Dodd, Robert Bruce.....	1936 Bunn
White, H. W.....	1941 Fayetteville	Edens, Allen Dupree.....	1937 Durham
White, James I.....	1918 Burlington	Edwards, William David.....	1937 Gastonia
White, Jas. Stark (1921).....	1933 Mebane	Elam, Paul W.....	1940 Louisburg
White, John Jennings.....	1926 Henderson	Eller, Royal Cloy.....	1942 Belmont
WHITE, L. LUTHER.....	1921 Kinston	File, W. C.....	1936 Raleigh
White, R. L.....	1930 Troy	Garland, Robert G.....	1929 High Point
White, Walter Rodwell.....	1910 Warrenton	Garris, Robert Lee.....	1941 Washington
Whitford, Bryan H.....	1941 Washington	Guthrie, Ivey.....	1936 Vanceboro
Whitehead, Chas. Raymond.....	1924 Ramseur	Hales, Carl Whittin.....	1933 Seaboard
Whitehead, Thomas Edward.....	1932 Charlotte	Harrelson, R. C.....	1930 Tabor City
Whiteley, Roland Scott.....	1934 Greensboro	Harrison, James William.....	1937 Asheville
Whitley, Howard Emsley.....	1936 Concord	Hawkins, Luther O.....	1935 Statesville
Whitley, Jesse Rose.....	1936 Mars Hill	Henderson, Leonard Willis.....	1925 Franklinton
Whitley, W. Y.....	1929 Fremont	Hern, J. A.....	1932 Valdese
WIGGINS, WILLIAM WINSTEAD.....	1931 Raleigh	Hicks, Ernest L.....	1923 Concord
Wilkinson, Ira Otis.....	1940 Greensboro	Hinds, Everett Lee.....	1942 Pembroke
Wilkins, Wm. Robt. (1904).....	1939 Mocksville	Holmes, Louis M.....	1934 Charlotte
Williams, A. H. A.....	1916 Oxford	Holmes, Ralph T.....	1933 Statesville
Williams, John Cossie (1921).....	1940 Bessemer City	Horton, Victor Walter.....	1938 Asheville
Williams, Martin H.....	1942 Lexington	Hutchinson, D. A.....	1942 Elizabethtown
Williams, M. Van Buren.....	1920 Winston-Salem	Ingram, E. D.....	1940 Robbinsville
Williamson, Charles MacMillan (1926).....	1940 Laurinburg	Irvin, Jess Wilson.....	1942 Winston-Salem
Willis, Beatrice Averitt.....	1940 Raleigh	Johnson, John R.....	1933 Asheville
Willis, Robert Moore.....	1921 Southport	Johnson, Troy Humphrey.....	1941 New Bern
Wilson, Claude Arthur.....	1925 Monroe	Jones, S. L.....	1936 Greensboro
Wilson, Eugene C.....	1921 Burlington	Joyner, W. C.....	1938 East Bend
Wilson, George Sparrow (1921).....	1940 Belmont	Jumper, L. C. (1928).....	1939 Black Mountain
Wilson, Lowry Reed.....	1924 Lowell	Keith, E. K.....	1935 Raleigh
Wilson, Thomas Harvey.....	1924 Gastonia	Kemp, Affie Thurston.....	1942 Burlington
Wilson, Thomas Vernon.....	1924 Hendersonville	Ketchum, W. L.....	1932 Jacksonville
Wilson, Wm. Brown.....	1920 Hendersonville	Knight, Charles Hazel.....	1942 Winston-Salem
Winders, Hal Marion.....	1925 Farmville	Lawnorn, Archie S.....	1934 Fayetteville
Wolfe, William Samuel.....	1918 Mount Airy	Lawrence, Graham Vance.....	1938 Charlotte
Womble, Logan Nyal.....	1937 Plymouth	Lewis, Norman A.....	1942 Wilson
Woodward, B. Paul.....	1940 Greenville	Liske, P. J.....	1940 Salisbury
Woodard, Edward Watson.....	1922 Henderson	Littlefield, Gary Anderson.....	1935 Gastonia
Wooten, John William Franklin.....	1927 Fayetteville	Lucas, William Henry.....	1942 Greensboro
Wrike, Walter Curtis.....	1922 Graham	McAdams, E. L.....	1936 Burlington

Y

Yearwood, T. C.....	1938 Charlotte
Yoder, Coley R. (1912).....	1933 Conover
Young, Thos. F.....	1938 Blowing Rock

Z

†Zoeller, Edward V.....	1880 Tarboro
Zuckerman, Isaac L.....	1941 Greensboro

ASSOCIATES

Adams, Lowry Thomas.....	1924 Winston-Salem	Reynolds, Joe.....	1941 Clinton
Alderman, Robert Clifton.....	1940 Rosehill	Richardson, Joseph Phillips.....	1940 Lenoir
Allen, J. T.....	1936 Asheville	Ridenhour, David G.....	1941 Durham
Almand, Charles Aubrey.....	1943 Rocky Mount	Riggsbee, Victor L.....	1942 Charlotte
Anderson, C. J.....	1930 Highlands	Ripley, Webb Pendleton.....	1938 Durham
Anderson, E. R.....	1939 High Point	Robertson, W. N.....	1941 Laurinburg
Angel, T. W., Jr.....	1939 Franklin	ROGERS, BEN F. (1936).....	1934 Fair Bluff
Bailey, Guy L.....	1934 Fair Bluff	Royall, Geo. E.....	1937 Elkin
Barber, Thelbert Alonzo.....	1940 Burlington		
Barefoot, Earl (Charity).....	1942 Canton		
Bass, James Albert.....	1941 Wilson		
Bess, G. K.....	1936 Sylva		
Birkitt, Sebastian Poisal.....	1940 Charlotte		
Bissette, Charles B.....	1942 Greenville		
Booth, L. P.....	1942 Hayesville		
Brame, Peter Joyner, Sr.....	1933 N. Wilkesboro		
Bryant, Nan L.....	1941 Tarboro		
Brecht, Edward A.....	1940 Chapel Hill		
Brooks, James Howell.....	1939 High Point		

Royall, J. Weldon.....	1937 Denton
Rush, Wesley S.....	1941 Candor
Russell, Lon D.....	1931 Greensboro
Russell, Rufus C.....	1933 High Point
Sheffield, Bernard Cleveland (1922).....	1929 Warsaw
Sheffield, R. M.....	1933 Lexington
Smith, Douglas Lawrence.....	1942 Charlotte
Smith, John Elbert.....	1939 Lenoir
Sowers, Gray.....	1942 Winston-Salem
Spake, Y. E.....	1939 Morganton
Stewart, Albert George.....	1939 Spruce Pine
Strum, Andrew Jackson.....	1942 Winston-Salem
Suttle, Julius Albert, Jr.....	1939 Shelby
Tate, Rowland Clifton.....	1936 Grover
Taylor, Charles Alexander.....	1942 Mount Holly
Threewitts, G. A.....	1935 Littleton
Viall, Wesley R.....	1925 Pinehurst
Wade, Clifton Elsworth.....	1936 Colerain
Wagner, Wilfred Everett.....	1941 Greensboro
Ward, John Waldo.....	1942 Winston-Salem
Warren, Harold Craig.....	1943 Garland
Warrick, Frederick Newton.....	1942 Goldsboro
Waynick, H. P.....	1940 Burlington
West, Lee Alton.....	1942 Woodland
Wilkins, Wm. Neisler.....	1940 Kinston

Yandle, Lester Hunter.....	1925 Matthews
Young, Richard E.....	1919 Asheville

HONORARY

Beal, James Hartley.....	Cocoa, Fla.
Dargavel, John W.....	Chicago, Ill.
Chase, Harry Woodburn.....	New York City
Daniels, Josephus.....	Raleigh, N. C.
Graham, Frank Porter.....	Chapel Hill, N. C.
Holton, Chas. Wm.....	Essex Falls, N. J.
Jones, Rowland, Jr.....	Washington, D. C.
Kelly, Evander F.....	Washington, D. C.
Noble, Alice.....	Chapel Hill, N. C.
Rusby, H. H.....	New York City
Wooten, Thomas V.....	Chicago, Ill.

TOTAL MEMBERSHIP

Regular Members.....	633
Associate Members.....	136
Charter Members.....	2
Life Members.....	48
Student Branch U. N. C.....	99
Honorary Members.....	11
Total.....	929

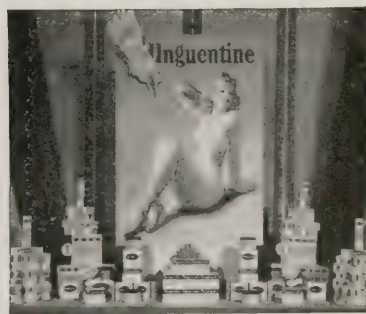
NATIONAL POOL HAS COLLECTED
OVER THREE TONS OF QUININE

Pharmacists of the United States have already contributed more than 110,000 ounces of quinine and other cinchona derivatives, or between three and four tons of these antimalarial drugs to the National Quinine Pool, and the packages are still rolling in to the American Institute of Pharmacy, 2215 Constitution Ave., Washington, D. C. The amount on hand is the equivalent of some 9,600,000 five-grain doses and would have a market value of about \$88,500 if you could buy it, but with the Dutch East Indies in the hands of the Japs and our source of supply of this drug cut off, the quinine which has been collected is priceless as it is irreplaceable.

On May 14, Rear Admiral Ross T. McIntire, Surgeon General of the U. S. Navy; Jesse Jones, Secretary of Commerce and Chairman of the Defense Supplies Corporation; and Congressman Andrew T. May, Chairman of the House Military Affairs Committee, visited the headquarters of the American Pharmaceutical Association to inspect the National Quinine Pool and to see the huge barrels and cases of the drugs which were awaiting shipment for reprocessing. They were tremendously impressed with what they saw and following his visit, Admiral McIntire issued a statement congratulating the pharmacists of the country and calling on them to continue this effort

in order to protect our fighting men on their course to victory.

The quantity of quinine on hand represents the contributions of less than 14,000 pharmacists. It is estimated that there are some 35,000 pharmacists located in non-malarial areas of the country who could contribute to the Pool. If you haven't done so already—*send your quinine off to war today!*



The Norwich Pharmacal Company announces its 1943 Unguentine Bathing Girl Display, now being made available to druggists throughout the country. The display, pictured above, was done in chalk by Earl Moran, and should attract favorable attention in any store in which it appears.



PAST-PRESIDENTS OF THE N. C. PHARMACEUTICAL ASSOCIATION

One of the features of the 64th annual meeting of the North Carolina Pharmaceutical Association was a Past-Presidents' Luncheon attended by eighteen past-presidents of the Association.

Seated, left to right, Sam E. Welfare, Winston-Salem, who headed the organization 1918-19; G. R. Pilkington, Pittsboro, 1919-20; E. W. O'Hanlon, Winston-Salem, 1901-02; F. W. Hancock, Oxford, 1887-88; I. W. Rose, Chapel Hill, 1921-22. Standing, left to right, C. L. Eubanks, Chapel Hill, 1926-27; P. J. Suttlemyre, Hickory, 1937-38; J. A. Goode, Asheville, 1922-23; W. C. Ferrell, Nashville, 1936-37; Phil D. Gattis, Raleigh, 1939-40; R. A. McDuffie, Greensboro, 1935-36; Joe Hollingsworth, Mount Airy, 1940-41; Ralph Rogers, Durham, 1941-42; E. F. Rimmer, Sanford, 1934-35; J. C. Hood, Kinston, 1933-34; A. A. James, Winston-Salem, 1925-26; P. A. Lee, Dunn, 1923-24; Paul B. Bissette, Wilson, 1942-43.

Past Presidents' Luncheon

(Photo Opposite Page)

LUNCHEON COMMENTS

Mr. Hancock: Early in the Association's history, Mr. E. M. Nadal of Wilson was President (1881). I had the pleasure of working with him. It is, therefore, fitting that I pay tribute to another President from Wilson, Paul B. Bisette.

Mr. O'Hanlon: I want to congratulate and pay tribute to Mr. Hancock, Dr. Zoeller and others who were instrumental in organizing this Association.

Mr. Welfare: You know, I helped Mr. O'Hanlon write his speech the year he was President. He said I had been working for him 72 years—that is a little incorrect.

Mr. Pilkington: (Those present rose and vigorously applauded Mr. Pilkington.)

Mr. Rose: I have the dictinction of being the only President for whose activities there are no Proceedings in existence.

Mr. Goode: I think it is a beautiful thing for Justice Drug Company and Southern Dairies to make it possible for the Presidents to get together.

Mr. Lee: I want to speak a word in behalf of George Grantham, who is ill. When you get time, drop this man a card—he'll appreciate it.

Mr. James: The drug business will always be first with me.

Mr. Eubanks: It was my privilege and pleasure to preside at the meeting held in this same hotel some twenty years ago. That was when we decided to use the mail ballot. Another thing—that year we had a speech made by Uncle George McCauley, colored janitor at the School of Pharmacy. He was the first Negro ever to make a talk before this group, and he did a good job of it too.

Mr. Hood: I would like to say that it is always a pleasure for me to come to this meeting and bring my wife and family.

Mr. Rimmer: The year I was President we worked under the Blue Eagle, and "Iron-Pants" Johnson was the man we had to fear.

Mr. McDuffie: All my life I have heard of drug stores closing because they didn't have enough business; now it's because they have too much business and can't take care of it. We should be making plans for normal times following the war, for business is not going to stay this way.

Mr. Ferrell: Most of you know that in the past five years I have died about three times. Right now I am in better health. I have only attended two conventions in the past five years, but last night was the most enjoyable and most profitable meeting I have ever attended. I especially enjoyed the Governor's speech and Paul Bisette's talk.

Mr. Suttlemyre: I wish I had time to pay my respects to the many old friends of Pharmacy who have just the satisfaction that they have done the best that they could.

Dean Beard: It was a real kick to see these Presidents that I had served with.

Due to the pressure of time, the last three Presidents, Messrs. Gattis, Hollingsworth, and Rogers were recognized with applause.

Letters and telegrams were received from C. A. Raysor, Asheville; R. R. Copeland, Ahoskie; E. L. Tarkinton, Wilson; J. E. Shell, Lenoir; past-Presidents who were unable to attend.

A. PH. A. TO MEET IN COLUMBUS SEPTEMBER 9-11, 1943

The 91st Annual Meeting of the American Pharmaceutical Association will be held at the Deshler-Wallick Hotel, Columbus, Ohio, on Thursday, Friday, and Saturday, September 9, 10 and 11. Affiliated organizations, including the American Association of Colleges of Pharmacy, the National Association of Boards of Pharmacy, the American College of Apothecaries, the American Society of Hospital Pharmacists, the Conference of Law Enforcement Officials, and the Conference of Pharmaceutical Association Secretaries will hold their meetings in conjunction with the A. Ph. A.

PHARMACY CORPS BILL REPORTED FAVORABLY

The Committee on Military Affairs has reported the Pharmacy Corps Bill (H.R. 997) to the House with the recommendation that the legislation be enacted. In favorably reporting the bill, the Committee submitted a detailed analysis of the objectives of the legislation which has been printed and distributed to members of the House.

The bill was committed to the Committee of the Whole House on the State of the Union, and under House rules can be called up for action any time after June 7.

OMISSION

Inadvertently omitted from the list of advertisers, as published on the cover page of The Carolina Journal of Pharmacy, April issue, was the Norwich Pharmacal Company.

For many years Norwich Pharmacal Company has been one of the most consistent supporters of the Journal and a most loyal friend to the N. C. P. A. For this and other reasons we wish to call special attention to this inexcusable error on our part and to state that the Norwich Pharmacal Company is most certainly deserving of your support.

—Editor

HOLLAND'S HAS 50TH ANNIVERSARY

Holland Drug Company, Mount Holly, recently celebrated a half-century of progress. The store was founded in 1893 by the late Captain Washington F. Holland, father of the present owner, W. F. Holland, Jr.

Practically the entire April 29th issue of the Mount Holly News was given over to felicitations from the many friends and business associates of Holland's.

"During our fifty years of business," stated Mr. Holland, "we have carried many items for the convenience of our customers. Holland's sold the first gasoline in Mount Holly. The first loaf bread sold here was sold by this store. In order to help in the progress of Mount Holly this store operated the first telephone exchange. The store had the agency that enabled the people here to obtain the first laundry service. The first commercial ice was sold at Holland's; the first commercial ice cream. The motto of Holland's under its original owner was to be of service day or night. This motto is still carried out in detail."

Holland Drug Company is one of the oldest drug establishments in the Piedmont area. During the entire half-century, the business has always been in the hands of the family of Captain W. F. Holland.

GURLEY WINS QUININE PRIZE

W. B. Gurley, Windsor, held the lucky prize-winning ticket to the \$100 war bond given away at the 1943 convention of the N. C. P. A. His lucky number for the evening was 1089. Approximately 1400 tickets were issued in exchange for quinine donated by druggists throughout the State.

It is a coincidence that Mr. Gurley is also the leading war bond salesman among our group in the State. During April he sold \$41,000 worth of war bonds, which amounted to twenty per cent of his county's sales for that period.

FOR SALE

1 rebuilt carbonator, as good as new. Worth \$125.00. First certified check for \$100.00 buys this machine. Address Madison Drug Company, Inc., Madison, N. C.

News Notes from the Home Front

W. B. Gurley, Windsor, recently gave a most interesting after-dinner speech, with a demonstration of the peculiarities of various medicinal combinations, at the Junior Senior banquet of the Windsor High School.

Two members of the N. C. P. A. recently changed their membership to "Life"—**Fred Ray, Jr.** and **R. N. Watson**, both of the Lee Drug Store, Jonesboro.

Donald Welfare, son of **Sam Welfare**, Winston-Salem, is now stationed at Parris Island at the Naval Hospital.

F. G. Jacocks, Jr., son of Pharmacist **F. G. Jacocks**, Elizabeth City, is serving with the Signal Intelligence Service somewhere in North Africa. He graduated in Chemistry from the University of North Carolina in 1932 and until his enlistment in the Army he was with the Champion Paper and Fibre Company of Canton.

Mann's Drug Store, Thomasville, was partially destroyed by fire May 8th. A defective carbonator was the cause of the conflagration.

E. D. Ledbetter is now associated with Jumper's Pharmacy at Black Mountain.

Mrs. Francis Irving Anderson (**Carolyn Cox**) is now living at Lansing, Michigan. Her address is P. O. Box 1095.

Mr. Mac W. Stevens discussed the "History of Quinine" at a recent meeting of the Rotary Club at Lillington.

Sam Purcell, Jr., son of Pharmacist **Sam Purcell** of Salisbury, has been transferred to Macon, Georgia, where he is a Flight Instructor.

Oliver R. Black, for the past several months stationed at Augusta, Georgia, in the Pharmacy Department of Oliver General Hospital, was released under the age-release clause of the U. S. Army.

B. Paul Woodard, formerly with the Sandhill Drug Co. of Southern Pines, is now managing the Ernest Brown Drug Company in Greenville. He has been there approximately a month.

Women are not new to pharmacy. Mrs. Jane Loring, who operated a pharmacy in Boston in 1800, is believed to be America's first woman pharmacist.

William F. McNeely, son of the late **M. C. McNeely** of Greensboro, was awarded the \$2,000 Herbert Worth Jackson Scholarship at the University of North Carolina. **Ralph Rogers, Jr.**, son of Pharmacist **Ralph Rogers** of Durham, was also a contestant entered by his high school.

Aviation Cadet **W. J. Sheffield** is now stationed at Blythe, California, AFTD. Cadet Sheffield was graduated from the U. N. C. School of Pharmacy with the class of 1942.

J. D. Smith, former Lilly representative in the Durham area, has returned to his home town of Deposit, N. Y. where he has assumed active management of his father's drug store.

Isolation and crystallization of the anti-anemic Be vitamin—half a million times more potent than fresh liver—which may speed convalescence from many illnesses because of its blood regenerating effects, was recently announced by scientists of Parke, Davis and Company.

A N. C. Pharmacist recently wrote his Congressman, asking him to support the Pharmacy Corps Bill—and received the following reply—"You wasted three cents in writing me regarding H. R. 997 as there is no question about my cooperating fully with our mutual friend, Carl Durham, in getting this bill considered and passed."

J. Louis Cobb, of Black Mountain, has submitted an entry in Parke Davis Company's Window Display Contest. His drawing is based on the Terms of Casablanca, Unconditional Surrender! The prize is \$200. Good luck, Louis!

Martha Anne Smith, daughter of Mr. and Mrs. **C. H. Smith** of Charlotte is entering Duke Hospital June 6th for treatment. Mr. Smith represents Drug Package, Inc. in N. C. Mrs. Smith is the newly-elected President of the Women's Auxiliary of the N. C. P. A.

When Mr. R. M. Watts started to register at the O. Henry Hotel during the recent convention in Greensboro, he identified himself to the clerk at the desk as R. M. Watts of the W. H. King Drug Company.

The clerk, very obliging, replied that they had reserved a room for him next door to Mr. W. H. King. Mr. Watts immediately objected to this arrangement, which mystified the hotel clerk until Mr. Watts explained that Mr. King had been dead twenty-five years and therefore he'd rather not be placed next door to him.

In a recent town election at Windsor, W. B. Gurley received 226 out of a total of 268 votes to lead the ticket for election of Town Commissioner.

W. S. Wolfe, Mount Airy and M. A. Nicholson, Troy, were recently re-elected Directors of the N. C. Merchants Association.

Dr. H. M. Burlage and Dr. E. A. Brecht of the School of Pharmacy at the University of North Carolina were recently elected President and Secretary respectively of the Elisha Mitchell Scientific Society, one of the oldest scientific societies in the State. The two members of the Pharmacy faculty are to be congratulated on this double honor.

If your carbonator is on the blink, get in touch with O. A. Berryhill, 927 Poindexter Drive, Charlotte, N. C. He has new and rebuilt carbonators for sale.

With music furnished by the crack military band from the Manlius Military Academy, workers and executives of the Norwich Pharmacal Company were honored by the U. S. Government, the afternoon of May 10th, with the awarding of the coveted Army and Navy Emblem.

Druggists attending the recent Convention at Greensboro turned in 111 ounces of quinine. Among the collection was one ounce of Dextro-Quinine prepared by Keesbey & Mattison of Philadelphia. Since this bottle is believed to be over fifty years old, it is to be exhibited at the School of Pharmacy museum. Jesse M. Pike of Concord was the donor.

Deaths

Burwell Edward Blanton, age 67, died in Asheville May 19 following a brief illness. Mr. Blanton was senior partner of the Blanton and Blauvelt Drug Store on Haywood Street, 1920-1925.

Births

William Wallace Tate II was born April 22, 1943 to Mr. and Mrs. Earl Tate of Lenoir. Mr. Tate is manager of the Lenoir Drug Company and mayor of his city. Congratulations!

COLGATE'S FAIR DISTRIBUTION PLAN

In order to fairly distribute the goods which they can manufacture, Colgate-Palmolive-Peet Company has established a plan which appears practical and fair to all dealers both large and small.

Here's the policy:

(1) To cooperate with the Government in every possible way to help win the war.

(2) To supply the men in the armed forces, both here and overseas with all the goods they need.

(3) To cooperate with all Colgate-Palmolive-Peet dealers in the U. S. and divide available merchandise among them on the basis of past purchases.

(4) To confine Colgate-Palmolive-Peet merchandise for civilian use to those dealers who have been regular customers of the Company in normal times.

A complete sales force is being maintained to contact the trade and allocate Colgate-Palmolive-Peet merchandise on the basis of the above policy.

A TRIBUTE TO GEORGE MCCAULEY

Several weeks ago a stone was set up at the grave of George McCauley near Chapel Hill. It is a simple granite block, about four feet wide and on it are engraved these words: "George McCauley, November 4, 1858-February 3, 1930. This stone was erected by students and friends of the School of Pharmacy of the University of North Carolina as a memorial to a faithful servant who never shirked a duty, never failed his church or family or friends, and walked humbly in the sight of the Lord."

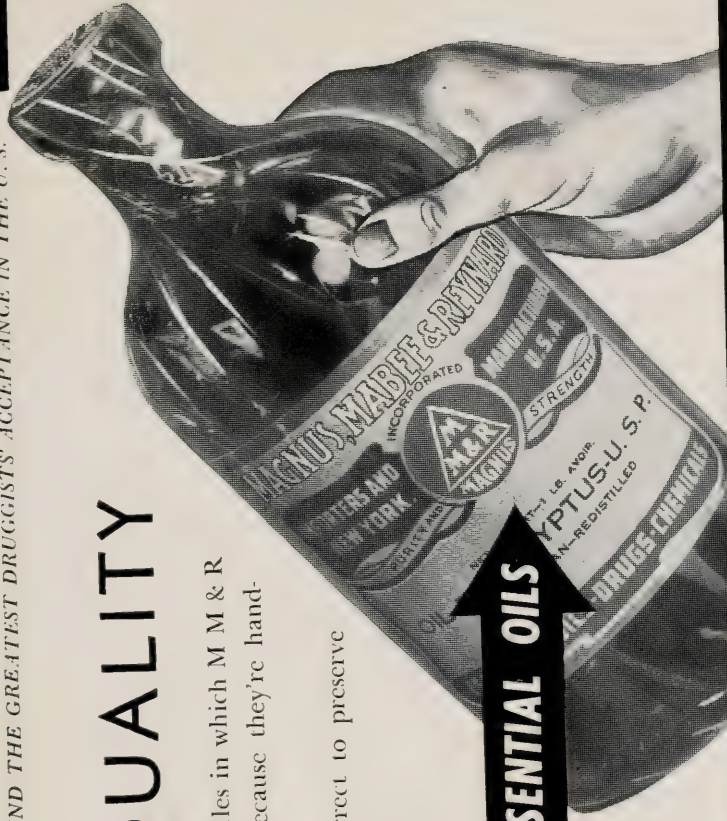
For many years George McCauley was janitor at the University's Pharmacy School. He became the friend of succeeding generations of students, and today he is remembered quite fondly by hundreds of practicing pharmacists in this State.

ONE IN A SERIES OF "FACTS BEHIND THE GREATEST DRUGGISTS' ACCEPTANCE IN THE U. S."

UNIFORM QUALITY

Druggists like the professionally uniform bottles in which M M & R Essential Oils and Balsams are packaged because they're hand-some enough to be kept out in the open.

The special amber glass is scientifically correct to preserve the *extra quality* of M M & R oils.



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Bond Flashlights & Batteries . . . Coty Toilet
Goods . . . Davol Rubber Goods . . . Eaton
Stationery . . . Houbigant Toilet Goods . . .
Johnson & Johnson . . . Eli Lilly & Company
. . . Mallinckrodt Chemicals . . . Max Factor
Toilet Goods . . . Merck Chemicals . . . Old
Spice Toilet Goods . . . Owens Illinois Bottles
. . . Prophylactic Brush Company . . . Purepac
Household Line . . . Schmid, Julius & Son . . .
Squibb, E. R. & Son . . . Weco Products (Dr.
West) . . . Young Rubber Company.

W. H. KING DRUG COMPANY

Wholesale Druggists

RALEIGH, N. C.

"THE HOUSE OF FRIENDLY AND DEPENDABLE SERVICE"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

A Historic Milestone in Pharmacy's Progress

TELEGRAM

Washington, D. C., June 21, 1943

W. J. Smith, Secretary-Treasurer
N. C. Pharmaceutical Association
Chapel Hill, N. C.

Am pleased to report Pharmacy Corps Bill passed House this afternoon. Carl Durham and I have appointment to meet tomorrow morning to discuss Senate procedure. Wish to reassure you I will do everything humanly possible to get early consideration in Senate and the earlier the better. Regards.

Robert R. Reynolds,
United States Senate

July, 1943

AUXILIARY ISSUE



PHARMACEUTICAL SERVICE has new significance in time of war. The objective now is to do the best we can with what we have rather than to hope for a completely satisfactory performance. The drug business is sensitive to the fortunes of every other business. Its present, as well as its future, will be influenced by developments in industries which in other days seemed quite remote.

It is the contention of the Lilly medical service representative in your territory that one principle should remain constant and unchanged. He contends that the sale of drugs and medicines should be restricted to the drug trade . . . that they should be placed in your possession through selected wholesale channels and that you should control their final distribution. Day by day he works with you, never against you. That is the Lilly Policy.



Featured in our personality corner this month is B.C. Beck, whose career as a Lilly medical service representative began twenty years ago last March. Mr. Beck's first assignment was Sioux City, Iowa, but several years ago he transferred to Tulsa, Oklahoma, where he now resides.

ELI LILLY AND COMPANY • INDIANAPOLIS, INDIANA



Lilly

BUY WAR BONDS AND STAMPS

Road to tomorrow...

ENDLESS is the road of pharmaceutical achievement — reaching down to the dawn of medicine—winding up and up to greater discoveries yet to come.

Many milestones along this never-ending Road have been firmly placed by painstaking research performed in laboratories of Parke, Davis & Company. ADRENALIN*, PITUITRIN*, ANTUITRIN-S*, SYNAPOIDIN*, THEELIN, MAPHARSEN*, ESCHATIN*, DILANTIN* SODIUM . . . all are keen-edged weapons in the arsenal of modern therapeutics . . . all are on the shelves of every truly professional pharmacy in the land . . . all are Parke-Davis milestones along the Road to Tomorrow.

The Never-Ceasing Journey

Parke-Davis stands solidly upon a foundation of more than three-quarters of a century of pharmaceutical progress. During those years scientists at Parke-Davis evolved strict principles of drug stand-

ardization for uniform potency. They introduced to pharmacy and medicine vital plant drugs, biologicals, chemotherapeutic agents, endocrines, vitamins and other prescription preparations.

Parke-Davis research men still march down the endless road . . . Today it is the isolation of a new vitamin . . . Tomorrow—who knows? Through their skill drugs will be made safer—more effective. They will continue to supply world-wide Pharmacy and Medicine with products that are always . . . **MEDICAMENTA VERA.**

*Trade-marks Reg. U. S. Pat. Off.



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DETROIT, MICHIGAN

Merchandise Your Goods

During these days when some sundries and fancy goods are hard to get, don't stop making mass displays of the items you can get such as:

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Modess

Mineral Oil

Milk of Magnesia

Surgical Dressings

Promote the sale of items you can get.

Promote the larger sizes.

Keep your store fresh, clean, and alive.

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OWENS & MINOR DRUG CO., INC.

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"Who Have Been Good Drug Wholesalers for 60 Years"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXIV

JULY, 1943

No. 7

Early Passage of Pharmacy Corps Bill by Senate Predicted

U. S. House of Representatives Passes Bill Unanimously

The long awaited news of the passage of *The Pharmacy Corps Bill* by the U. S. House of Representatives was flashed to this State by Senator Reynolds on June 21st . . . passed without a single dissenting vote.

Senator Reynold's message carried with it his pledge to facilitate rapid passage of the legislation through the Senate Military Affairs Committee, of which he is Chairman, and thence to the floor of the Senate as quickly as possible. As we go to press we can definitely state that Senator Reynolds is strongly in favor of the Bill and that he is doing everything possible to see that it is enacted into law.

On June 29th the Senate Military Affairs Committee ordered a favorable report on the Bill immediately after a hearing on the legislation. The only objection offered by the War Department was to the wording of the proposed legislation; an objection which can and is being changed without materially affecting The Pharmacy Corps Bill.

All organized pharmacy is directing its collective effort towards an early vote on this Bill by the Senate, preferably before Congress adjourns for the summer. As previously stated in communications regarding this legislation, Senator Bailey has already definitely stated his opinion of the Bill . . . He will vote for the Bill when given an opportunity to do so.

Given the breaks and with the continued support of pharmacists—the sort of support that put the Bill through the House without a single voice in opposition—The Pharmacy Corps Bill, as a law, will become a reality within the near future; before the next issue of this publication is off the press we sincerely believe.

Plenty of Rooms at Chapel Hill

In some manner the mistaken impression has gotten out over the State that civilian students can no longer obtain a place to stay in Chapel Hill; that the "Navy has taken over the University" in toto.

If your son, daughter or clerk is planning to attend the University at Chapel Hill this Fall, he or she can be definitely assured of a place to stay. Although the housing situation is admittedly not as good as it was prior to the advent of war, there are plenty of rooms available in dormitories and out in the village.

In order to be assured of the best the University has to offer, it is suggested applications for rooms be filed at the earliest

possible time. Dean J. G. Beard of the School of Pharmacy or W. J. Smith, Drawer 151, Chapel Hill, will be glad to assist you in completing this necessary detail in the pre-registration program.

"Cost-of-Living" Posters

Recent requests for additional sets of the "Cost-of-Living" posters, as supplied by the N. C. P. A. shortly after the advent of G. M. P. R., have served to remind the writer to again offer this service to members of the Association . . . without charge.

If your present posters are soiled or torn, write us for a replacement set. Free to members of the N. C. P. A.; \$1.00 per set to all others.

Pharmacists

Announcement was recently made by F. W. Hancock, Secretary-Treasurer of the N. C. Board of Pharmacy, of the licensing of 26 additional pharmacists who successfully completed the Board examinations given in Chapel Hill on June 3 and 4. Twenty-three of those receiving their license to practice pharmacy in this State are graduates of the U. N. C. School of Pharmacy; the remaining three were assistant pharmacists who took the full Board this time.

The list of graduates, now full-fledged pharmacists, is as follows: H. H. Allen, Jr., Cherryville; S. C. Beavans, Enfield; M. L. Borders, Jr., Shelby; L. B. Brookshire, Asheville; E. W. Brookshire, Durham.

J. P. Burnett, Jr., Whitakers; J. H. Carswell, Winston-Salem; H. L. Flynn, Fayetteville; M. L. Gillespie, Burnesville; R. G. Ham, Yanceyville; M. M. Hood, Kinston; R. L. Irwin, Wilkesboro; R. H. Johnson, Fuquay Springs; A. W. Jowdy, Jr., New Bern; B. D. Kerr, Mooresville.

M. T. Lloyd, Greensboro; O. S. Matthews, Roseboro; J. F. Pickard, Greensboro; C. L. Shields, Murphy; P. E. Tart, Dunn; J. A. Terrell, Jr., Durham; R. S. Watkins, Emporia, Va.; J. D. Whitehead, Enfield.

The following assistants received their full pharmacists' license: J. P. David, Wilson; T. H. Johnson, New Bern and T. Q. Owens, Tarboro.

Sam C. Beavans of Enfield and Albert Jowdy of New Bern tied for honors in making the highest average grade on the examination. Both candidates averaged 92.

Roger A. McDuffie, a member of the Board from Greensboro, was taken ill while in Chapel Hill and had to return to Greensboro before the examinations were completed. We are glad to report that he has fully recovered and has returned to work.

LANCE HAS NEW PRESIDENT

P. A. Van Every was recently elected president of Lance, Inc., succeeding his late father, S. A. Van Every.

The newly elected head of Lance has been active in the firm for a number of years. He is a member of the Charlotte Drug Travelers and the T. M. A.

Speaking Engagements

During June two speaking engagements were accepted by W. J. Smith, Secretary of the Association.

The first address was delivered in Charlotte on June 5 before the Charlotte Drug Travelers. While several subjects were covered by the speaker during the course of his address, the major emphasis was on scholarships, particularly pharmacy scholarship and the need for same.

On June 11 Mr. Smith addressed the Halifax County Medical Society on "The Pharmacopoeia and the Physician." Registered pharmacists from Roanoke Rapids, Weldon, Enfield, Scotland Neck and other nearby communities attended the meeting as special guests of the Medical Society.

While in the Roanoke Rapids area, Mr. Smith was a guest of Mr. and Mrs. W. P. Taylor of the Roanoke Pharmacy.

Brother, would you like to spend a coupla weeks in a spot where the weather is always comfortably cool? . . . where the streams are full of trout? . . . the lakes chock full of five-pound bass . . . where the tables are laden with thick slabs of country ham, sourwood honey, wild strawberry jam and apple cider?

If these things appeal to you, then I know the vacation spot for you . . . and it will be light on your bank account, too.

All you gotta do is write pharmacist C. E. Mitchell of Highlands, N. C., and ask him to reserve one of his modern cottages for whatever period you would like to spend in the mountains this summer. In writing, mention that you are a pharmacist and ask for weekly rates.

If the wife is going along, be sure to reserve one of the cottages with a kitchenette. She'll enjoy cooking in the bracing mountain air. Highlands has an altitude of 4,000 feet; it is the highest incorporated town in Eastern America.

Good bus connections via Asheville, Hendersonville, Brevard.

The "Castoria" Episode

According to the manufacturers of Fletcher's Castoria the trouble encountered with the product some time ago resulted from a reduction in the sugar content with a consequent change in the fermentation process, with the formation of irritant deoxygenized principles.

The firm has taken steps to insure a safe product in the future and is so advising the public through ads placed in every daily paper in the United States. The product will again go on sale on September 15th, each bottle bearing a distinctive green band on the label so as to differentiate it from any of the old Castoria.

In this connection it can now be stated that the first Castoria to be suspected of differing from the usual product was picked up in North Carolina. The matter was brought to the attention of the North Carolina Pharmaceutical Association, an official of which immediately investigated and determined that The Centaur Company and the Food and Drug Administration should be notified. Also, we understand two physicians from this State complained to the Administration about the product.

The promptness with which the manufacturers undertook to protect the public in this matter is highly creditable to the concern and will undoubtedly be reflected in favorable sales of Fletcher's Castoria when the product is again placed on the market.

Drug Stores Sold

Two drug stores in this State recently changed ownership, one located in Hickory, the other in Kernersville.

According to a news item appearing in the *Hickory Daily Record*, the Main Drug Company, of Hickory, purchased the assets of the Economy Drug Store, located in the same town, and will move into the Economy building shortly.

For the time being J. V. Farrington, former manager of the Economy, will remain in Hickory in order to wind up the business affairs of the drug store.

The Jones Drug Store of Kernersville has been sold and converted into a drug

sundry shop by its new owner. We understand the former owner has gone into defense work.

"Big Blues"

We wish to acknowledge receipt of two shipments of huckleberries, better known in the eastern part of the State as "Sampson County Big Blues," from W. L. West of Tart and West, Roseboro, and C. M. Miller of Miller's Drug Store, Wallace.

When these berries are compared with those known to the writer back when he was a boy in the mountains of Western North Carolina, he readily concedes the title "Big Blues" to the Sampson County product. And mighty nice eating they are too.

Thanks Mr. West and Mr. Miller for remembering us.

Sales Tax Deductions

On or before August 1 the State Department of Revenue will furnish revised blanks for reporting the sales tax. The new blanks will have a space for taking the 3% deduction which is effective with your July sales.

No deduction is permitted unless the full remittance is made on or before August 15th. Split payments invalidate the 3% deduction clause.

Hungry customer at Soda Fountain: "I'd like a steak that is rare."

Fountaineer: "If you get one it'd be rare, 'cause we rarely ever have one."

WANTED

Registered pharmacist, draft exempt, who can manage, do the buying, and is capable of filling 20,000 prescriptions a year. The store hours are from 8:30 A.M. to 10 P.M. six days a week and from 9 A.M. to 10 A.M. and 2 P.M. to 6 P.M. on Sundays; also subject to call at any other time. If interested, write W. J. Smith, Drawer 151, Chapel Hill, N. C.



Collection of Quinine By State Highway Patrol Outstanding Success

The culmination of an intensive drive by 197 members of the State Highway Patrol to collect surplus stocks of quinine and related alkaloids for the armed services is pictured on the opposite page. State Commissioner of Motor Vehicles, T. Boddie Ward, is shown officially turning over the collection to Paul B. Bisette, immediate past president of the N. C. P. A. Standing in the rear, left to right, are Major J. T. Armstrong, head of the State Highway Patrol; W. J. Smith and Dean J. G. Beard of Chapel Hill. The patrolmen pictured are from the four troop stations in the State: Greenville, Fayetteville, Greensboro and Asheville.

More than a week was spent by Association officials in checking, crediting, and boxing the quinine for shipment to Washington. There were approximately 8,000 separate bottles, boxes, cans, etc. in the collection, 5,276 of which were in small bottles of from 11 to 20 grains.

Two health departments, 34 hospitals and 739 drug stores, physicians, etc. were officially certified to Washington as contributors. The largest contribution came from the State Board of Health (90,000 grains); the smallest from an individual in Alleghany County (4 grains).

The total number of grains contained in

this contribution amounted to 960,407. Previous to this program pharmacists from this State had mailed direct to the National Quinine Pool a total of 522,143 grains of the drug, thus the total State contribution to date amounts to nearly a million and a half grains.

From the large number of packages turned over to the N. C. P. A. by the Patrol, a number of historical items were unearthed. One package, believed to be the oldest in the lot, bore the date: October 1, 1890. It was manufactured in London, England. Approximately twelve bottles of German quinine were discovered in the collection; bottles which we hope will soon be put to good use against their original manufacturers.

After the collection had been condensed as much as possible, there still remained twenty-eight large boxes. The latter shipment has already left Chapel Hill for Washington.

Credit for the success of this program is due to Mr. Bisette, who initiated the drive by securing Governor Broughton's endorsement, and to Commissioner Ward, Major Armstrong and the 197 members of the Patrol, who gave unstintingly of their time to insure the success of the program.

The Association, also, was happy to play its part in this campaign so directly related to the war effort.

1943 Graduating Class, School of Pharmacy, Chapel Hill

On the opposite page we are privileged to present the recent pharmacy graduates at Chapel Hill, along with members of the faculty. Since the photo was made the graduates, most of whom are now licensed pharmacists, having taken the Board in early June, have scattered to all sections of the State. But no matter where they go nor in what capacity, they will always fondly remember their Alma Mater.

Standing, left to right, (1) H. Belle Collier, Asheville; (2) A. W. Jowdy, Jr., New Bern; (3) B. D. Kerr, Mooresville; (4) R. H. Johnson, Fuquay Springs; (5) J. F. Pickard, Greensboro; and (6) J. P. Burnett, Jr., Whitakers.

(7) Mary Marsh Hood, Kinston; (8) R. M. Herring, Clinton; (9) W. A. Simmons, Winston-Salem; (10) R. L. Irwin, Wilkesboro; (11) L. B. Brookshire, Asheville.

(12) S. C. Beavans, Enfield; (13) Mary L. Gillespie, Burnesville; (14) H. L. Flynn, Fayetteville; (15) H. H. Allen, Jr., Cherryville; (16) J. D. Whitehead, Enfield; (17) Paul E. Tart, Dunn.

(18) J. H. Carswell, Winston-Salem; (19) G. V. Wyche, Weldon; (20) M. L. Borders, Jr., Shelby; (21) C. L. Shields, Murphy.

(22) Professor E. A. Brecht; (23) Dean J. G. Beard; (24) Professor H. M. Burlage; (25) Professor Ira W. Rose; (26) Professor M. L. Jacobs.

At the time the photo was made three members of the class were absent: G. H. Britt of Raleigh, R. G. Ham, Yanceyville and S. M. Sessoms of Roseboro.

For the Summer Selling Season

You will be having calls from your customers for vacation requisites, as well as other items.

Let Us Help You Keep Your Stock Complete

with such merchandise as

Chigger Lotion

Poison Ivy Lotion

Sun Tan Lotions and Creams

Pinaud Apple Blossom

Liquid Cream Lotion

Picnic and Outing Supplies

Stationery and Inks

First Aid Supplies

Send us your orders.

Justice Drug Company

Greensboro, N. C.

North Carolina Service Wholesalers

Registered Pharmacists' Association

Horace J. Kee of the Medical Arts Pharmacy, Norfolk, was recently elected President of the Norfolk Chapter, Registered Pharmacists' Association. Mr. Kee, a graduate of the U. N. C. School of Pharmacy, class of 1937, is well known in this State.

According to President Kee one of the prime motives of the Association will be to make the public conscious of the fact that Pharmacy is a profession. All available means of publicity will be utilized in this endeavor.

One of the objectives of the Registered Pharmacists' Association is to shorten drug store hours. Twelve hours per day has been set as their goal.

The newly formed group sums up its major purposes in the following resolution:

We, the Registered Pharmacists of the City of Norfolk, State of Virginia, in an endeavor to promote public health and enhance the prestige of Pharmacy as one of the noblest of professions, adopt the following resolution:

WHEREAS we consider an average working week for a registered pharmacist to be one of not over 56 hours, and

WHEREAS in order to alleviate the manpower shortage no Pharmacy shall remain open longer than 12 hours in a twenty-four-hour period, with the understanding, however, that each store is to have the right to designate the 12 hours which shall be given in service by a registered pharmacist. therefore

BE IT RESOLVED by the members of the Registered Pharmacists' Association to exert every effort towards advertising and advancing the aforementioned policies.

Copies of the resolution have been distributed to all Norfolk drug stores with the request that the new schedule of hours be arranged on or before June 28, 1943.

Navy V-12 Pharmacy Training Program Set Up at Chapel Hill

The new V-12 course in pharmacy, under the Navy College Training Program, got underway in Chapel Hill on July 1st. The students, now apprentice seamen, come to

Chapel Hill from pharmacy schools, mainly in the east.

At press time transcripts had been received from former pharmacy students of Long Island College of Pharmacy, George Washington, Philadelphia College of Pharmacy, Maryland, the Medical College of Virginia, Albany, Pittsburgh, Rutgers, St. Johns, University of Texas, Duquesne and the University of North Carolina.

Although all the V-12 enlistees have not arrived, the total is expected to be in the vicinity of 100 very shortly. The University Pharmacy School has agreed to take one hundred of the V-12's, 40 in the upper classes, 60 in the lower.

All courses will be on a semester basis of four months, the first beginning July 1st and ending November 1st, the second, November to March, and so on.

The length of time a V-12 student is permitted to remain in Chapel Hill is dependent upon the amount of previous training. The longest period any of the students will be in Chapel Hill will be three semester terms or one year.

"ORDER BY MAIL
***From* MCCOURTS"**

**EITHER FOR IMMEDIATE
OR FUTURE DELIVERY**

- Labels
— Rolls or Flat
- Boxes
- Physicians & Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.

IT'S AN OLD AMERICAN CUSTOM—

to buy as many War Bonds as possible.
 to support all Retail Drug interests.
 to help you in time of fire loss.
 to have your interests in mind.
 to understand your problems.
 to help solve your problems.
 to pay your losses quicker.
 to give you more service.
 to help win the war.
 to save you money.
 to be one of you.
 to work with you.
 to work for you.
 to be a friend.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
 CINCINNATI, OHIO

established in 43 states

E. F. RIMMER
 Box 377
 Sanford, N. C.

RALPH M. CROSSON
 P. O. Box 475
 Columbia, S. C.

TABLETS

PHENOBARBITAL

Scientifically Correct Products

TABLETS

VITAMIN B₁

Direct or through your wholesaler.
 Inquiries invited on other pharmaceutical products.

L. P. MAYRAND

Manufacturing Chemist
 GREENSBORO, N. C.



MRS. C. H. SMITH
President

Mrs. Smith is a Methodist and has been active in local and State auxiliary work for several years. She has a daughter, Martha Anne, age six.

Mrs. Smith states that her major objectives for the coming year will be "to increase the Auxiliary membership and to establish new local units of the State Auxiliary throughout the State." In doing this I am sure she will have the utmost support and cooperation of the present members of the organization.

Auxiliary Student Loan Fund

Annually the Woman's Auxiliary of the N. C. P. A. adds to their "Loan Fund" established in Chapel Hill a number of years ago for women pharmacy students.

On May 1 of this year the Fund amounted to \$1,492 and, according to Mrs. J. Linwood Robinson of Belmont, Secretary-Treasurer of the Auxiliary, the State group now has \$225.09 to add to the total mentioned above.

The members of the Auxiliary are to be congratulated on their excellent work in behalf of the Loan Fund. The money which they are making available is being put to wise use. In several instances loans from the Fund have enabled students to remain

Mrs. C. H. Smith, the newly elected president of The Woman's Auxiliary, was born in Austin, Arkansas and lived there until 1925. Later she moved to Fisher, Louisiana, where she finished high school.

In 1928 she entered the School of Nursing, Baptist Hospital, Little Rock, and was graduated from that institution in 1931. After serving on the hospital staff for a year, she entered the medical school and after two years she married Clarence Henry Smith (Drug Package).

Immediately after the marriage Mr. and Mrs. Smith went to Houston, Texas where they established their residence. Ten months later—June, 1935—Mr. and Mrs. Smith came to North Carolina.

After traveling with her husband for several months, she decided that Charlotte would be a mighty good place to call "home," so the family settled down at 2106 Greenway and have been there for eight years.

in school who otherwise would have been forced to drop out.

Democracy at Work

Stepping from a luxurious car, the expensively dressed middle-aged woman haughtily approached the sentry:

"I wish to see my son, Montmorency Montpelier," she said.

"Who?" asked the sentry.

"Montmorency Montpelier. He is a tall, handsome, blue-eyed young man, with delicate—"

"Oh, sure, I know who you mean," interrupted the sentry, and, turning toward camp, he shouted:

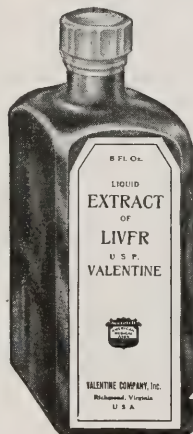
"Hey, Stinke-ee-ey!"

FOR SALE
Rebuilt and Used
Carbonators

Write

O. A. BERRYHILL
927 Poindexter Drive
CHARLOTTE, N. C.

LIQUID EXTRACT OF
LIVER WITH IRON
VALENTINE



8 Ounces net

1 Dozen at list
\$21.00
Through
Wholesaler

Our recent journal and direct mail advertisements deal with the natural B₂ complex of this product, 5 mg. of riboflavin and 25 mg. niacin per fl. oz.

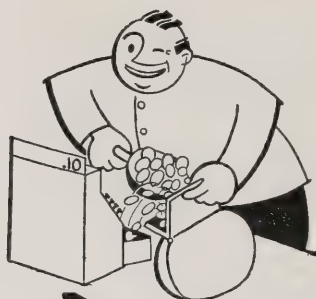
Valentine Company, Inc.
Richmond, Virginia

Prescription Balances
Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.
915C E. Cary Street Richmond, Va.



*It pays
you 4 to 1!*



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-
SELTZER

Emerson Drug Company
Baltimore, Md.

THE WOMEN'S AUXILIARY

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MRS. LINWOOD ROBINSON, Belmont.....	<i>Secretary-Treasurer</i>
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7 Reasons Why You, Mr. Druggist, Should Push Capudine

1. PRODUCT and ADVERTISING comply fully with all provisions of the new Food, Drug and Cosmetic Act.
2. A Fair Trade item that assures generous profit.
3. 5% CASH BONUS (in addition to jobbers discount) on \$8.00 quantities or more.
4. Our newspaper advertising alone reaches over one million people each week in North Carolina.
5. 481% PROFIT when dispensed over the fountain from the one pint size.
6. FASTER stock turnover from increased volume of sales.
7. Capudine Chemical Co. has been serving the druggists of North Carolina for over 40 years.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.



A NEW PRODUCT... For New Profits

EVERCOL ISOPROPYL ALCOHOL RUBBING COMPOUND

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA

History of the Charlotte Woman's Auxiliary

By MRS. JOHN K. CIVIL, *Historian*

The Woman's Auxiliary of the Charlotte Druggists' Association was organized at the home of Mrs. John K. Civil on Monday, November 21st, 1938. The membership came from the wives of Charlotte druggists and traveling men. Officers were elected at the first meeting, these being: Mrs. G. V. Lawrence, President; Mrs. R. H. Marston, Vice-President; Mrs. H. T. Bizzell, Secretary-Treasurer; and Mrs. J. K. Civil, Corresponding Secretary.

The committees were appointed and the enthusiasm and interest manifested at this first meeting showed that the women of Charlotte were eager to band themselves together into a working group to help their husbands and to enjoy closer fellowship with each other.

At our second meeting we adopted a constitution and by-laws patterned after the State organization and voted to pay 50 cents a year as dues. We held regular monthly meetings and disbanded for the summer after the May meeting. Our membership grew rapidly and we felt when we went to the State meeting in High Point to report to our State President, Mrs. I. W. Rose of Chapel Hill, that we were an up-and-coming organization.

In 1939, Mrs. James Boyce Hunter was elected president.^o We voted that year to increase our dues to one dollar a year. That was the year Charlotte entertained the State Pharmaceutical Association. All who were in attendance at this convention know the fine record made by the Auxiliary. It was conceded to be the most successful and elaborate convention ever put on by the N. C. P. A. ad its auxiliaries.

Our president in 1940 was Mrs. T. N. Edwards, who made a fine officer. We continued meeting every month, usually at a tea room or lunch room. Our committees were active and our membership grew. The money turned over each year to the State Association Auxiliary came from our an-

nual dues and from proceeds of card parties.

In 1940 one of our members, Mrs. J. K. Civil, was elected President of the Woman's Auxiliary of the N. C. P. A.

Our next president in 1941 was Mrs. Leslie Barnhardt. Our efficient Social Chairmen, Mrs. Joe Monroe and Mrs. Louis Holmes, and our faithful Corresponding Secretary, Mrs. C. H. Smith, who kept us in touch with the CAROLINA JOURNAL OF PHARMACY by her splendid news reports, are due much credit for the growth of our Auxiliary. At the end of 1941, our roll showed a paid-up membership of 65.

For 1942 our president was Mrs. W. S. Obenshain, who did an outstanding job as head of the Auxiliary. Each year since our organization we have turned over to the State Auxiliary fifty dollars for the Pharmacy Student Loan Fund at Chapel Hill.

We have grown steadily in membership and fellowship. We are looking forward to another year of fine cooperation and social contacts.



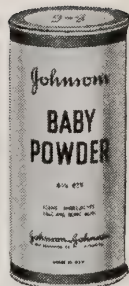
"IT'S FAMOUS

because

IT'S GOOD"

NEW!

JOHNSON'S BABY POWDER
IN A
WARTIME PACKAGE! ➔



BABY POWDER

** Minimum Retail Prices*

Small Medium Large

\$.10 \$.21 \$.39

Dealer's Cost

Net....	.82	1.88	3.50
6 Doz...	.80	1.79	3.33
12 Doz..	.78	1.69	3.15

** Plus Federal Excise Tax*



BABY OIL

** Minimum Retail Prices*

10¢ Size Medium Large

\$.10 \$.43 \$.89

Dealer's Cost

Net....	.82	3.70	7.65
6 Doz...	.80	3.52	7.27
12 Doz..	.78	3.33	6.89

** Plus Federal Excise Tax*

1943's the busiest year for the stork ... and for

JOHNSON'S BABY PRODUCTS!

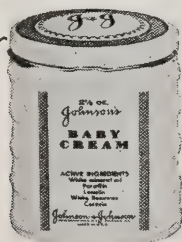
UP, UP, UP goes the birth rate. Up, up, up go sales of Johnson's Baby Products. Especially now it's summer—when the rising thermometer gives Johnson's sales another reason to soar!

New mothers are reading our gay, high-interest magazine advertisements. They're listening to our catch-the-ear Johnson's radio announcements. They're receiving the timely

and instructive consumer educational material on Baby Care. They know that Johnson's Products are what the doctor ordered for tender baby skin!

Display Johnson's pure, fine quality Baby Products in *your* Baby Department!

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



BABY CREAM

** Minimum Retail Prices*

Jars Small Large

\$.10 \$.43

Dealer's Cost

Net....	.82	3.70
6 Doz...	.80	3.52
12 Doz..	.78	3.33

** Plus Federal Excise Tax*



COMBINATION BOXES

** Minimum Retail Prices*

DeLuxe Gift Gift Requisites

\$ 1.75 \$.89 \$.39

Dealer's Cost

Net....	14.60	7.66	3.20
6 Doz....	13.87	7.28	3.04
12 Doz..	13.14	6.90	2.88

** Plus Federal Excise Tax*

For Further Details Ask Our Salesman

Bodeker Drug Company

1414-20 E. Main Street

Richmond, Va.

Winston-Salem Apothecary Club

MRS. C. R. WHEELER, *Reporter*

Everyone has been talking about the grand time they had at the Convention in Greensboro. Those who couldn't attend really felt that they had missed a treat.

We thought the program well planned and all the Greensboro ladies certainly played the part of the perfect hostess! Our hats are off especially to Mrs. Wilkerson, Chairman of the Entertainment Committee. She seemed so calm and at ease every minute of the Convention.

The good time we had, seeing old friends and greeting new ones at the Convention was the topic of conversation at our June Apothecary Club meeting. Mrs. Leon Kimball, our president, was hostess to the group on the first Thursday in June.

She read a note of thanks from Dean Beard telling of his appreciation for the \$50.00 contributed by our Club to the Student Loan Fund at Chapel Hill. This loan

fund has been the means of so many boys and girls continuing their pharmaceutical education.

We, as members of the Auxiliary, cannot take our goal too lightly; we must push forward. In the years ahead we, as individuals and as members of the Auxiliary, must do our utmost to advance this worthwhile project—the Student Loan Fund.

The highlights of the State Auxiliary Meeting were given by Mrs. Ernest Rollins and Mrs. Allison James. Mrs. John Causey, Chairman of the Nominating Committee, gave the following report: President, Mrs. V. M. Williams; Vice-President, Mrs. Charles Willson; Corresponding Secretary and Treasurer, Miss Sarah McPhail; Recording Secretary, Mrs. H. G. Roberts.

These officers were elected to serve for the coming year and will be installed at the July meeting.

The Club decided to hold a picnic at Mieler Park, Thursday, July 1st. This will take the place of our regular meeting.

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY
WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA

Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Charlotte Drug Travelers

The Charlotte Drug Travelers held their monthly meeting at Thackers on Saturday, June 5. The meeting was presided over by Mr. J. G. Barnette (E. B. Read & Sons Co.), President of the Club.

W. J. Smith, Secretary-Treasurer of the N. C. Pharmaceutical Association, was the speaker and he gave the members a delightful talk. He explained what the Association is doing to secure recognition for pharmacists in the armed services of the United States. The speaker gave the Club some facts concerning the recent drive for collection of quinine in North Carolina.

Mr. Smith also touched on scholarship awards for students at Chapel Hill. This part of his talk was so enthusiastically received by club members that President Barnette appointed a committee of three, Mr. Henry Marston (Upjohn Company), chairman; Mr. W. R. Dixon (Bauer & Black) and Mr. E. H. Hemmle (Colgate Palmolive Peet Co.) to report at the next meeting the possibilities of the Travelers sponsoring a scholarship at the U. N. C. School of Pharmacy.

Absence of three officers of the Club was noticed. Mr. P. C. Day (Jergens-Woodbury), who underwent a complete examination at Presbyterian Hospital, Mr. C. H. Smith (Drug Package), who was unable to attend due to illness of his daughter, Martha Ann, a patient in Duke Hospital. Since this was about the first meeting that Mr. Smith, Secretary of the Club, has missed in four years, the Travelers voted to send him a wire that his absence was felt.

Mr. N. H. Harris (Owens-Illinois Glass Co.) was the third officer absent from the meeting. Mr. Harris was in Asheville over the week-end.

Charlotte Druggists' Auxiliary

The Druggists' Auxiliary held its final meeting of the year in the form of a luncheon at Efirds, June 8. Mrs. Wiley S. Obenshain, President, presided during the session.

Reports were heard from the various committee chairmen. Mrs. W. R. Dixon gave a report on the recent N. C. P. A. Convention held in Greensboro. Announcement was made at this time of the election of Mrs. C. H. Smith of Charlotte as head of the Woman's Auxiliary for 1943-1944.

Mrs. R. H. Marston was awarded the prize given by the President for rendering the most hours of service to the Red Cross. Approximately 1,000 hours of work by the members was reported.

New officers were elected for the group as follows: Mrs. F. E. Thomas, President; Mrs. J. G. Dawson, Vice-President; Mrs. W. R. Dixon, Recording Secretary and Treasurer; and Mrs. E. H. Hemmle, Corresponding Secretary.

The retiring officers are Mrs. W. S. Obenshain, President; Mrs. W. E. Humphries, Vice-President; Mrs. W. I. Hall, Recording Secretary-Treasurer; and Mrs. C. H. Smith, Corresponding Secretary.

Following the luncheon and business meeting a short social hour was enjoyed and a short musical quiz program given. A beautiful crystal vase was presented to Mrs. W. S. Obenshain, retiring president.

James Edward Bennick, son of Mr. and Mrs. J. W. Bennick (Scott Drug Company), who has been attending Oak Ridge Military School, is home on his summer vacation. He is expecting to return to Oak Ridge this fall for his sophomore year.

L. W. Millican (Bauer & Black) has his son traveling with him this week since Mrs. Millican is visiting in Rome, Georgia.

Mr. and Mrs. F. F. Potter (Lehn & Fink) reported the white perch were sure biting at Lake Waccamaw where they recently spent the weekend.

Mr. and Mrs. Pierce Summers (Dixie Vortex Co.) celebrated their sixth wedding anniversary June 12. They were guests at the wedding anniversary celebration of the Hemmles and the McElveens at the Travelers Club House. Three couples all married on June 12th! Anyone know any more on that date?

Frank Norman (Scott Drug Company) had a severe case of laryngitis recently. His doctor said "Go home and go to bed . . . and keep your mouth shut." So you won't talk, Frank?

Martha Ann Smith, five-year-old daughter of Mr. and Mrs. C. H. Smith (Drug Package) was a patient at Duke Hospital recently. We have learned that her ailment is very serious and hope that she may soon be well and enjoying the health a child of her age is entitled to. Our sympathy goes out to Mr. and Mrs. Smith.

Mrs. Mary Saunders, wife of Gene Saunders (Ray-O-Vac Company) is under the physician's care. She has been placed on a special diet and we hope it won't be long before she regains her health.

A. L. Lomax (Griffin Shoe Polish) caught a large black bass (we didn't learn the exact weight—about 4 pounds) at the Charlotte Drug Travelers Club House on the Catawba River, Saturday, June 5th. Looks like the aquatic vegetation planted in the river by the fishing members of the Club is producing results. Mr. Lomax caught his bass on a fly rod with a black and grey bass fly. Helps out on the old ration book to catch a bass like that, doesn't it Lomax?

Doc McElveen (Nyal Co.) gave a birthday party for his wife, Jeannette, at the Club House of the Travelers on Saturday, June 5th. All who attended had plenty of fried chicken, baked beans, potato salad and, believe it or not, *hamburgers* purchased with red stamps. A brief shower came up while the party was in progress but everyone welcomed the rain so much for the Victory Gardens that they kept right on eating.

P. C. Day (Jergens-Woodbury) was recently confined to the Presbyterian Hospital for about two weeks where he underwent a complete physical checkup. We hope your health will soon be back to normal, P. C.

C. W. Hagood (Squibb) was sick last week but is reported up now and back on the job—and by the way, Mrs. Hagood is spending most of her time at the Red Cross.

Mrs. Jim Sisk of Swannanoa was in Charlotte June 5th, for a visit with friends. Her husband, a former member of the Club,

now operates a drug sundry store in Swannanoa.

Mr. and Mrs. W. S. Obenshain (Southern Dairies) recently returned from a trip to St. Louis where they attended a Rotary Club Convention.

Mrs. P. C. Day has turned out to be a fisherwoman. While at the Red Fez Club on the Catawba River she decided to try her luck and was rewarded by catching a six-inch perch. Hope the next one is larger—lotsa luck!

Mr. and Mrs. E. H. Hemmle (Colgate Palmolive) and Mr. and Mrs. Doc McElveen (Nyal Co.) celebrated their 20th and 23rd Wedding Anniversary with a beautiful party at the Travelers Club House on June 12. Dancing from 9 P.M. until 1 was in order. The dance was semi-formal, the ladies were beautiful in their gorgeous evening clothes.

At one end of the dance floor, a table was prepared for the guests, where light snacks were available. At one end of the table was a large punch bowl filled with delicious fruit punch. At the other end of the table was an eleven-pound, three-tiered wedding cake, illuminated with many miniature candles. In the center of the table was a beautiful bowl of carnations, daisies, and many other flowers. Several long tapering candles were on the table which added much to the setting.

At midnight all the lights in the Club House were cut off and the effect of the lighted candles on the table and wedding cake was breath-taking. It was at this time that everyone made a wish and the honorees blew out the candles on the cake, which was then cut and served to the guests.

Twenty-three couples attended the celebration and all were lavish in their praise that a good time was had by those in attendance.

Fussy lady at the candy counter: "Is this box of candy fresh?"

Harried druggist: "Any box of candy is fresh now. If we didn't have transportation difficulty along with all our shortages, I could truthfully say that this candy was made last night."



NEW

ONE ¹ DAY

BRAND

Summer

VITAMIN

Assortment (Offer 1383)

37.3% PROFIT

Only 12 Sales To Empty This Display

Sell More ONE-A-DAY Vitamins During the Summer Months

ASSORTMENT CONTAINS ONE DOZEN PACKAGES — 6/12 doz. B-Complex Large; 3/12 doz. B-Complex Medium; 1/12 doz. A & D Large; 2/12 doz. A & D Medium



TELL your war-worker customer that sun-light can't penetrate factory or office walls; that they need Vitamin A and D in summer as well as winter to maintain resistance against colds. Tell them about ONE-A-DAY.



SELL ONE-A-DAY B-Complex Tablets to replace Vitamin B lost through perspiration. Tell customers how important B-complex is where energy, nerves and digestion are concerned.



SUGGEST both A and D and B-Complex Tablets to folks who work long hours indoors. Explain the importance of keeping up their vitamin guard all summer long.

SHOW the busy man or woman how to save time, trouble and money by using ONE-A-DAY Tablets. Easy to remember, pleasant to take, low in cost.



OFFER ONE-A-DAY B-Complex Tablets to customers who complain about "nerves", digestion, and fatigue. Tell them how a single tablet daily prevents Vitamin-B deficiency.



EXPLAIN this inexpensive, modern ONE-Tablet-a-day method of taking Vitamins. Get this display and put it out in front where customers can see it.



PUSH ONE-A-DAY and WATCH IT PAY! Ask Your Wholesaler

MILES LABORATORIES, INC., Elkhart, Indiana ★ Makers of Alka-Seltzer

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Charlotte Auxiliary—Membership List 1943-1944

Mrs. J. G. Barnett
 Mrs. Leslie Barnhardt
 Mrs. S. A. Beatty
 Mrs. H. L. Bizzell
 Mrs. H. G. Blackmon
 Mrs. R. C. Brown
 Mrs. J. K. Civil
 Mrs. J. G. Dawson
 Mrs. P. C. Day
 Mrs. P. W. DeLaney
 Mrs. W. R. Dixon
 Mrs. T. N. Edwards
 Mrs. R. E. Everett
 Mrs. W. K. Gardner
 Mrs. C. W. Hagood
 Mrs. S. P. Hall
 Mrs. W. I. Hall
 Mrs. E. H. Hemmle
 Mrs. L. M. Holmes

Mrs. W. B. Holmes
 Mrs. H. H. Hudson
 Mrs. B. M. Humphries
 Mrs. R. E. Hunter
 Mrs. A. L. Lomax
 Mrs. R. H. Marston
 Mrs. W. McElveen
 Mrs. Joe Monroe
 Mrs. W. S. Obenshain
 Mrs. Gene Saunders
 Mrs. C. H. Smith
 Mrs. L. C. Smith
 Mrs. Marshall Smith
 Mrs. M. W. Stone
 Mrs. F. E. Thomas
 Mrs. W. H. Torrence
 Mrs. Stephen Van Every
 Mrs. Clyde Webb
 Mrs. T. H. Williams

Replacement For Citronella

Citronella Replacement No. 21 MM&R is an efficacious substitute for the much higher priced imported Citronella. In odor and other characteristics, Citronella Substitute No. 21 MM&R closely approximates the product it is designed to replace, and, as a result, is being widely used throughout the country and in mosquito-infested areas abroad.

Drug wholesalers stock this product in all sizes from 1 oz. Magnus, Mabee & Reynard, Inc., are the manufacturers of this and more than 50 other replacements for hard-to-get essential oils. These products are all listed in a pamphlet titled, "MM&R Replacements," a copy of which is available through your wholesaler or by writing Magnus, Mabee & Reynard, Inc., 16 Desbrosses Street, New York City.

Pharmaceutical Recipe Book III

The American Pharmaceutical Association has published the Third Edition of its Pharmaceutical Recipe Book and copies are now available. The new edition represents a complete revision of this useful formulary with a view to the improvement in the appearance, taste and effectiveness of the preparations included and the addition of

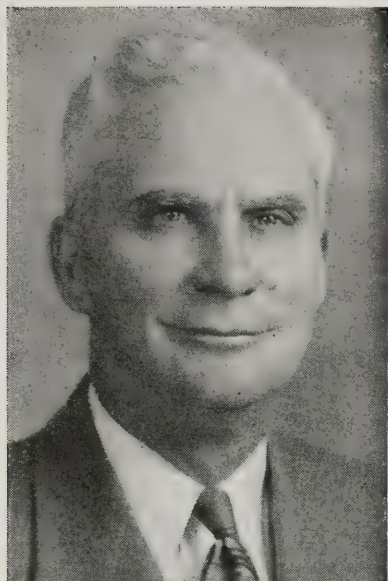
new formulas gleaned from the medical literature, hospital formularies and foreign compendia. It is a modern, up-to-date reference guide for the practicing pharmacist.

The sections devoted to chiropody formulas, dental preparations, veterinary products and cosmetic preparations have been completely revised by authorities in these fields. New features which have been added include a table of Latin terms and equivalents, a glossary of synonyms, a table of acceptable coal tar dyes, a vitamin synopsis, tables for preparing percentage solutions, a section on preparations for diabetics, and a chapter on ophthalmic preparations.

The Third Edition of the RECIPE BOOK contains 1400 formulas which should be at the fingertips of every pharmacist interested in rendering the best in professional service. It is available through the Mack Printing Company, Easton, Pennsylvania, sole distributors, for \$5.00 a copy.

NOTICE

If your drug store is for sale, write W. J. Smith, Drawer 151, Chapel Hill, N. C. Our prospective buyer prefers a store near the Virginia line.



A. THAD LEWALLEN
T. M. A. President

President Thad

A. Thad Lewallen, elevated to the post as head of the Traveling Men's Auxiliary at the recent meeting of the organization held in Greensboro, is already familiar with his executive duties. His predecessor, Lt. L. J. Loveland of Durham, went into service shortly after the 1942 meeting, so Thad, as First Vice-President, had to pinch hit for the President. He did such an excellent job that his brother travelers elevated him right on up to the top.

While we don't have Thad's pedigree at hand, we do know that he had led a very successful life as a salesman and, lately, as a manufacturer (Goody's Headache Powders). He is married and has a son in service.

Always anxious to serve and to co-operate with the other fellow, President Lewallen will have the unified support of his organization and the best wishes of the N. C. P. A. as he develops his program for the year.

Fair Trade Supporters

Additional contributions to the Fair Trade Bureau continue to arrive. Donations have been received from the Pearl Drug Company, Concord (Jesse Pike); City Drug Company, Farmville (H. M. Winders); Kannapolis Drug Company, Kannapolis (Leon Smith); Lee Drug Company, Jonesboro (Fred Ray, Jr. and R. N. Watson); and Gibsonville Drug Company, Gibsonville (L. A. Wharton).

In the event this matter has slipped your attention, send your contribution to the Fair Trade Committee, Drawer 151, Chapel Hill, N. C.

For a copy of the latest Fair Trade Book, write to the above address. Price \$2.00, including binder and 75 postal cards, already addressed, for obtaining leaflets of those manufacturers who supply their Fair Trade sheets only on direct request of the retailer. Book contains an alphabetical list of all Fair Trade manufacturers with contracts effective in North Carolina.

Free Supplement to U. S. P. XII

Notice is hereby given to owners of all copies of the U. S. P. XII to fill in and mail the post card order which is tipped inside the back cover of the U.S.P. XII, and which entitles the holder to a copy of the First U. S. P. XII Bound Supplement soon to be issued. It was not expected that this Supplement would be issued until about two and one-half years after the appearance of the U. S. P. XII, but changing conditions and wartime demands have necessitated its immediate publication. The Supplement itself will carry a similar order form for a Second Bound Supplement, should the latter be required before the appearance of the U. S. P. XIII.

It is expected that the First U. S. P. XII Bound Supplement will be available within two months and when it becomes available immediate shipment will be made without further cost to those who mail in their order cards as directed.

1943-1944 TRAVELING MEN'S AUXILIARY

OF

THE NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

OFFICERS

A. T. LEWALLEN.....	President
M. G. MORRIS.....	Vice-President
J. FLOYD GOODRICH.....	Secretary-Treasurer
MRS. LOIS SMITH.....	Asst. Secretary-Treasurer

BOARD OF GOVERNORS

L. J. LOVELAND.....	Five Years
N. B. MOURY.....	Four Years
C. H. SMITH.....	Three Years
J. W. BENNICK.....	Two Years
J. F. NEELY.....	One Year

MEMBERS

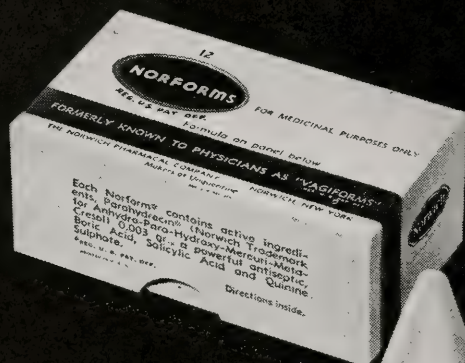
(List Supplied by Secretary Goodrich)

<i>Firm Represented</i>	<i>Name</i>	<i>Home Address</i>
Abbott Laboratories.....	J. H. Butler.....	2314 Wilson St., Durham, N. C.
Abbott Laboratories.....	H. J. Hilley.....	1704 Walker Ave., Greensboro, N. C.
American Chiclo Co.....	F. E. Privette.....	3812 Walker Ave., Greensboro, N. C.
American Safety Razor Co.....	A. Freedman.....	c/o Hotel Columbia, Columbia, S. C.
American Safety Razor Co.....	J. A. Ryan.....	514 8th Ave., Brooklyn, N. Y.
Bauer and Black.....	Jim Burgess.....	Box 991, Columbia, S. C.
Bauer and Black.....	W. R. Dixon.....	1405 E. Blvd., Charlotte, N. C.
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B. C. Remedy Co.....	J. Floyd Goodrich.....	c/o Co., Durham, N. C.
B. C. Remedy Co.....	W. W. Morton.....	c/o Co., Durham, N. C.
B. C. Remedy Co.....	E. R. Newman.....	401 Mary Street, Bristol, Va.
B. C. Remedy Co.....	E. C. Tilley.....	c/o Co., Durham, N. C.
Beechnut Company.....	T. F. Hawkins.....	1105 Greenwood Cliff, Charlotte, N. C.
Beech-nut Packing Co.....	Ray Ralls.....	1341 Derwood Drive, Charlotte, N. C.
R. R. Bellamy & Company.....	W. B. Lennon.....	1300 Evergreen Ave., Goldsboro, N. C.
Bennett-Lewallen Co.....	S. W. Airey.....	548 West End Blvd., Winston-Salem, N. C.
Bennett-Lewallen Co.....	E. B. Tilley.....	1115 S. Hawthorne Rd., Winston-Salem, N. C.
Bodeker Drug Co.....	W. S. Gibson.....	Box 407, Goldsboro, N. C.
Bodeker Drug Co.....	R. W. Lowe.....	Chester, Va.
Bristol-Myers Co.....	T. Gaines Slaughter.....	c/o Hotel Charlotte, Charlotte, N. C.
Burwell & Dunn.....	Lore S. Brown.....	Box 246, Hamlet, N. C.
Burwell & Dunn.....	M. J. Dean.....	c/o Co., Charlotte, N. C.
Burwell & Dunn.....	S. P. Hall.....	c/o Co., Charlotte, N. C.
Burwell & Dunn.....	Claude A. Holly.....	Box 311, Lincolnton, N. C.
Burwell & Dunn.....	Reuben C. Russell.....	c/o Co., Charlotte, N. C.
Burwell & Dunn.....	L. C. Smith.....	1905 Lombardy Circle, Charlotte, N. C.
Capudine Chemical Co.....	E. W. Yates.....	c/o Co., Raleigh, N. C.
Carroll, Dunham, Smith Pharmacal Co.....	L. C. Derrick.....	3209 Madison, Greensboro, N. C.
Clover Brand Dairies.....	J. R. Willis.....	c/o Co., High Point, N. C.
Coca-Cola Company.....	S. C. Foster.....	c/o Co., Atlanta, Ga.
Coca-Cola Company.....	R. H. Garrard.....	Box 2100, Greensboro, N. C.
Coca-Cola Company.....	George H. Jennings.....	Box 1493, Greensboro, N. C.
Colgate-Palmolive-Peet Co.....	E. H. Hemmle.....	2020 Tippah Ave., Charlotte, N. C.
Colgate-Palmolive-Peet Co.....	H. J. Singleton.....	Cameron Ct., Apt. N-3C, Raleigh, N. C.
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Dixie-Vortex Co.....	Fred W. Lortz.....	P. O. Box c-1, Greensboro, N. C.
Dred-Not Sales Co.....	Abram White.....	126 E. Trade St., Charlotte, N. C.
Dr. Pepper Bottling Co.....	A. J. Mamlin.....	c/o Co., Dallas, Tex.
Drug Package Co.....	C. H. Smith.....	Box 1001, Charlotte, N. C.
Eastman Kodak Co.....	F. W. Chapman.....	2901 18th St., N. W., Washington, D. C.
Edwards Drug Co.....	O. C. Edwards.....	c/o Co., Raleigh, N. C.
Emerson Drug Co.....	O. W. Hudson.....	Box 234, Durham, N. C.
Endo Products, Inc.....	H. H. Leonard.....	1317 Greenway Drive, High Point, N. C.

<i>Firm Represented</i>	<i>Name</i>	<i>Home Address</i>
Henry B. Gilpin Co.	J. W. Roberts.	133 W. Main St., Norfolk, Va.
Goody's Ltd.	Glen Hartsell.	623 Maupin Ave., Salisbury, N. C.
Goody's Ltd.	A. T. Lewallen.	c/o Co., Winston-Salem, N. C.
Goody's Ltd.	A. E. Sapp.	516 S. Main St., Winston-Salem, N. C.
Hart Drug Co.	R. W. Collette.	Mocksville, N. C.
Charles C. Haskell & Co.	Frank S. Goodrum.	3426 W. Grace St., Richmond, Va.
Hoffman-LaRoche, Inc.	A. B. Ellerbee.	700 E. Boulevard, Charlotte, N. C.
Hollingsworth Candy Co.	H. L. Hitchcock.	Box 2239, Winston-Salem, N. C.
Richard Hudnut Co.	Joe Wear.	Box 2101, Charlotte, N. C.
H. B. Hunter Company.	M. W. Stone.	Box 703, Charlotte, N. C.
Industrial Paper Co.	Irwin Chesson.	Box 268, Durham, N. C.
Andrew Jergens Co.	P. I. Dudley.	463 Albemarle Avenue, Richmond, Va.
Jergens Woodbury Co.	P. C. Day.	106 Providence Rd., Charlotte, N. C.
Johnson & Johnson.	Frank Armistead.	114 N. Laurel St., Charlotte, N. C.
Johnson & Johnson.	O. G. Duke.	1323 Canterbury Rd., Raleigh, N. C.
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Justice Drug Co.	J. L. Davis.	c/o Co., Greensboro, N. C.
Justice Drug Co.	L. R. Davis.	c/o Co., Greensboro, N. C.
Justice Drug Co.	D. F. Hayes.	c/o Co., Greensboro, N. C.
Justice Drug Co.	P. A. Hayes.	c/o Co., Greensboro, N. C.
Justice Drug Co.	D. L. Shreve.	c/o Co., Greensboro, N. C.
Justice Drug Co.	T. S. Simpson.	c/o Co., Greensboro, N. C.
Justice Drug Co.	L. A. Thomas.	c/o Co., Greensboro, N. C.
Justice Drug Co.	T. B. Waugh.	c/o Co., Greensboro, N. C.
Kendall Medicine Company.	C. Rush Hamrick.	Shelby, N. C.
W. H. King Drug Co.	J. B. Coppedge.	c/o Co., Raleigh, N. C.
W. H. King Drug Co.	J. W. Coppedge.	c/o Co., Raleigh, N. C.
W. H. King Drug Co.	R. W. Hunter.	2201 Fairview Rd., Raleigh, N. C.
W. H. King Drug Co.	H. C. Starling.	c/o Co., Raleigh, N. C.
W. H. King Drug Co.	R. M. Watts.	226 Third Street, Cheraw, S. C.
W. H. King Drug Co.	F. J. Williams.	1302 Broad Street, Durham, N. C.
Lance Packing Company.	P. L. Van Every.	c/o Co., Charlotte, N. C.
Lederle Laboratories, Inc.	J. D. Smith.	Cameron Ct., Apt. D-28, Raleigh, N. C.
Lehn and Fink Products.	F. F. Potter.	c/o Hotel Charlotte, Charlotte, N. C.
Eli Lilly Company.	K. T. Boatwright.	19 W. Locklane, Richmond, Va.
Eli Lilly Company.	W. A. Burwell.	J-3, Raleigh Apts., Raleigh, N. C.
Eli Lilly Company.	E. W. Farrior.	Box 37, N. Side Br., Atlanta, Ga.
Eli Lilly Company.	B. M. Humphries.	920 Henley Pl., Charlotte, N. C.
Eli Lilly Company.	Warren L. Johnson.	303 Woodbine Court, Greensboro, N. C.
Lily-Tulip Cup Corp.	W. C. Collins.	112 Cox Avenue, Raleigh, N. C.
Lily-Tulip Cup Corp.	Dan Wheeler.	1301 Queen Rd., Charlotte, N. C.
Liquid Carbonic Corp.	E. I. Butler.	3020 Beldere Ave., Charlotte, N. C.
Magnus, Mabree & Reynard.	J. W. Felton.	Box 316, Knoxville, Tenn.
Mallinckrodt Chemical Co.	R. L. White.	715 Myrtle Dr., Rock Hill, S. C.
Mallinckrodt Chemical Co.	A. W. Winne.	Box 698, Bradenton, Fla.
Manufacturers Agent.	Fred J. Atkinson.	725 Hawthorne Lane, Charlotte, N. C.
Maola Ice Cream Co.	H. L. Barnes.	New Bern, N. C.
S. E. Massengill Co.	J. C. Woodward.	214 Lindsay St., High Point, N. C.
McCourt Label Cabinet Co.	Ralph M. Crosson.	Box 475, Columbia, S. C.
Mead Johnson & Co.	J. H. Austin.	2519 Providence Rd., Charlotte, N. C.
Merk & Company.	C. E. Davis.	801 N. Washington St., Shelby, N. C.
Wm. S. Merrell Co.	W. F. Matthews, Jr.	2713 Lockmore Drive, Raleigh, N. C.
Merritt Chemical Co.	C. B. Wade.	1507 Spring Garden St., Greensboro, N. C.
Dr. Miles Laboratories.	J. R. Brownie.	Box 160, Berkeley Station, Norfolk, Va.
Monroe Chemical Company.	W. H. Hamilton.	Box 212, Charlotte, N. C.
Garland C. Norris Co.	J. F. Neely.	Wilmont Apt., 6-A, Raleigh, N. C.
Norwich Pharmacal Co.	A. B. McLeod.	Mebane, N. C.
Nunnally's Candy Company.	Robert S. Everett.	1101 E. Morehead St., Charlotte, N. C.
Nyal Company.	W. McElveen.	1337 Morehead Ave., Charlotte, N. C.
O'Hanlon-Watson Drug Co.	J. H. Ball.	c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.	J. M. Darlington.	c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.	I. H. Rider.	c/o Co., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.	S. P. Smith.	2410 Rosewood Ave., Winston-Salem, N. C.
O'Hanlon-Watson Drug Co.	H. P. Watson.	c/o Co., Winston-Salem, N. C.
Owen Drug Company.	C. C. Owen.	Salisbury, N. C.
Owens-Illinois Glass Co.	S. M. Edwards.	1208 Park Drive, Raleigh, N. C.
Owens-Illinois Glass Co.	N. H. Harris.	1202 Com. Bank Bldg., Charlotte, N. C.
Owens-Illinois Glass Co.	R. W. Sterrett.	1015 Norris Bldg., Atlanta, Ga.
Owens-Minor Drug Co.	G. M. Bowers.	Box 272, Rocky Mount, N. C.
Owens-Minor Drug Co.	J. B. Bowers.	Box 1392, Richmond, Va.
Owens-Minor Drug Co.	Curtis Nottingham.	Box 1117, Rocky Mount, N. C.

<i>Firm Represented</i>	<i>Name</i>	<i>Home Address</i>
Pal Blade Co.....	Harry B. Shub c/o Co., 595 Madison Ave.,	New York, N. Y.
Pangburn Company.....	W. A. Adams.....	Box 65, Fort Worth, Tex.
Paramount Sales.....	W. M. Breeding, Jr.....	Box 477 Knoxville, Tenn.
Parke, Davis & Co.....	G. C. Hartis.....	24 Gloria Ave., Winston-Salem, N. C.
Parke, Davis & Co.....	R. D. Heist.....	1610 Queen Rd., Charlotte, N. C.
Parke, Davis & Co.....	W. L. Johnson.....	c/o Co., Baltimore, Md.
Parke, Davis & Co.....	J. G. Vicks.....	Wilson, N. C.
Parke, Davis & Co.....	B. H. Wolfe.....	Box 1534, Burlington, N. C.
Peabody Drug Company.....	C. J. Hazelgrove.....	c/o Co., Durham, N. C.
Peabody Drug Company.....	D. L. Boone, Jr.....	c/o Co., Durham, N. C.
The Penslar Company.....	A. R. Cross.....	1204 N. Fairwater Dr., Norfolk, Va.
Pepsodent Company.....	I. W. Mettleman.....	4707 Powers Ferry Rd., Atlanta, Ga.
Pet Dairy Products Co.....	M. D. Boone.....	119 Burke St., Winston-Salem, N. C.
Pet Dairy Products Co.....	Jesse P. Jones.....	417 N. Ridge Street, Greensboro, N. C.
Pictorial Paper Co.....	W. B. Lyon.....	118 1/2 S. Mendenhall St., Greensboro, N. C.
Pilot Ale Corp.....	Ray G. Carson.....	Box 187, Taylorsville, N. C.
Pine State Creamery Co.....	J. D. Kilgore.....	c/o Co., Raleigh, N. C.
Ray-O-Vac Company.....	Sam H. Fowlkes 313 Southern Bldg.,	Washington (5), D. C.
Ray-O-Vac Company.....	E. A. Saunders.....	360 N. Caswell Rd., Charlotte, N. C.
E. B. Read & Sons Co.....	J. G. Barnett.....	1923 Lombardy Circle, Charlotte, N. C.
Retonga Medical Co.....	A. B. Clement.....	155 College Ave., Danville, Va.
Scott Drug Company.....	J. W. Bennick.....	c/o Co., Charlotte, N. C.
Scott Drug Company.....	R. C. Cagle.....	Box 245, Rockingham, N. C.
Scott Drug Company.....	A. M. Gwynn.....	Box 571, Salisbury, N. C.
Scott Drug Company.....	E. M. Hannon.....	c/o Co., Charlotte, N. C.
Scott Drug Company.....	A. S. McCord.....	c/o Co., Charlotte, N. C.
Searle & Company.....	V. F. Smith.....	Box 312, Greensboro, N. C.
Sharpe and Dohme.....	J. W. Finch.....	305 W. Avondale, Greensboro, N. C.
Sharpe and Dohme.....	H. E. Hudson c/o Co.,	1301 Cathedral St., Baltimore, Md.
Sheaffer Pen Co.....	H. J. Farnsworth.....	c/o Sir Walter Hotel, Raleigh, N. C.
Dr. T. C. Smith Co.....	Stacy Smith.....	c/o Co., Asheville, N. C.
Southern Dairies.....	W. S. Blackmer.....	Salisbury, N. C.
Southern Dairies.....	J. M. Cates, Jr.....	210 Price St., Greensboro, N. C.
Southern Dairies.....	E. L. Kivette.....	Burlington, N. C.
Southern Dairies.....	Leon Kimball.....	947 West End Blvd., Winston-Salem, N. C.
Southern Dairies.....	W. Paul Landreth.....	Box 2506, Winston-Salem, N. C.
Southern Dairies.....	T. C. Reed.....	c/o Co., Greensboro, N. C.
Southern Dairies, Inc.....	Luke Blackmer.....	c/o Co., Charlotte, N. C.
Southern Dairies, Inc.....	O. A. Berryhill.....	c/o Co., Charlotte, N. C.
Southern Dairies, Inc.....	H. T. Collins.....	Albemarle, N. C.
Southern Dairies, Inc.....	I. O. Ferrell.....	c/o Co., Durham, N. C.
Southern Dairies, Inc.....	W. S. Obenshain.....	c/o Co., Charlotte, N. C.
Southern Dairies, Inc.....	R. E. Tucker.....	c/o Co., Charlotte, N. C.
E. R. Squibb & Sons.....	J. W. Harrell.....	1917 Sunset Drive, Raleigh, N. C.
E. R. Squibb & Sons.....	Rease Inge.....	498 Spring St., Atlanta, Ga.
E. R. Squibb & Sons.....	M. G. Morris.....	315 Isabelle, Greensboro, N. C.
Stanback Company.....	F. J. Stanback.....	Box 689, Salisbury, N. C.
The Tilden Company.....	Walter Druen.....	860 Victoria Ave., Lynchburg, Va.
United Drug Company.....	C. R. Foster.....	47th and Pine Sts., Garden Ct., Apt. H-305, Philadelphia, Pa.
United Drug Company.....	J. A. Holmes.....	116 Stedman St., Fayetteville, N. C.
Upjohn Company.....	H. W. Holmes.....	206 Furches St., Raleigh, N. C.
Upjohn Company.....	R. E. Hunter.....	334 Circle Avenue, Charlotte, N. C.
Upjohn Company.....	R. H. Marston.....	809 Hawthorne Lane, Charlotte, N. C.
Upjohn Company.....	C. T. Woodward.....	408 Hillside Drive, Greensboro, N. C.
The Wampole Company.....	N. B. Moury.....	Box 885, Greensboro, N. C.
Wm. R. Warner & Co.....	Max H. Staples.....	427 Fenton Place, Charlotte, N. C.
Cliff Weil Cigar Co.....	W. V. Joyce.....	502 Ashland Drive, Greensboro, N. C.
White Laboratories, Inc.....	C. D. Andrews.....	621 S. Mendenhall St., Greensboro, N. C.
Steven F. Whitman Co.....	A. D. Pollard.....	Box 5035, Raleigh, N. C.
John Wyeth & Brother, Inc.....	W. D. Pearce.....	210 Poque St., Raleigh, N. C.
John Wyeth & Brother, Inc.....	Walter H. Torrence.....	117 N. Fox St., Charlotte, N. C.
Yardley.....	H. D. Vail.....	Pinehurst, N. C.
Young Rubber Co.....	A. C. Stewart.....	Apt. 1-c Colonial Hall, Norfolk, Va.
Barnhardt, L. E.....	United States Armed Forces
Braman, W. C.....	United States Armed Forces
Callum, W. L.....	United States Armed Forces
Loveland, L. J.....	United States Armed Forces
McNair, D. G.....	United States Armed Forces
Miller, H. F.....	United States Armed Forces
Treadwell, J. E.....	United States Armed Forces
Wall, W. W.....	United States Armed Forces

NORFORMS



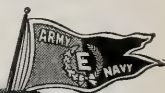
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THE NORWICH PHARMACAL COMPANY
Norwich, New York



News Notes from the Home Front

Members of the Charlotte Masonic Fellowship Club recently elected **Tom Yearwood** first vice-president. Mr. Yearwood is manager of the Charlotte Walgreen Drug Store.

Thornton-Creasy, Pharmacists of Roanoke, Virginia, give their prescriptions a patriotic theme by use of the following wording on the bottom of all labels used in the prescription department: "Buy U. S. War Bonds and Stamps."

L. L. Derrick recently bought the Wac-camaw Drug Company, Chadbourne, and plans to reopen the business within the near future.

"We apologize for the inefficiency of our delivery service" headed a recent ad of the McDuffie-Eubanks Drug Company, Greensboro, which appeared in the *Greensboro Daily News*. "The irony of life! For 23 years we have advertised prompt and efficient delivery service and now we are forced to swallow our words. We respectfully suggest that you place your orders, with us or any store, early in the day." According to **Roger McDuffie**, the ad attracted considerable favorable comment.

Ralph P. Rogers, past president of the N. C. P. A., was recently appointed a member of the Tax Committee of the Durham Chamber of Commerce "to go into the matter of the proposed city budget."

The Charlotte *Observer* recently carried an article on the Pharmacy Corps Bill written by **Gilberto Colina**, pharmacist associated with the Stanley Drug Stores of Charlotte. Mr. Colina has been quite active in behalf of this bill and it is to him and others that much credit should be given for the success this bill met with in Congress on June 21st.

Frank Lyon, son of pharmacist **F. F. Lyon** of Oxford, is now stationed at Cherry Point. Several weeks ago he was commissioned a second lieutenant in the Marine Corps.

J. P. Burnett, Jr., a recent graduate of the U. N. C. School of Pharmacy from Whitakers, accepted a position with Hedgepeth's Pharmacy in Lumberton and has al-

ready gone to work. This store fills better than a hundred prescriptions a day, so his services will certainly be utilized.

Woodard's Pharmacy is a newly established business in Princeton. The store, formerly operated under the name of Holt's Pharmacy, is now owned by **B. P. Woodard**, who, until recently, managed the Brown Drug Co. in Greenville.

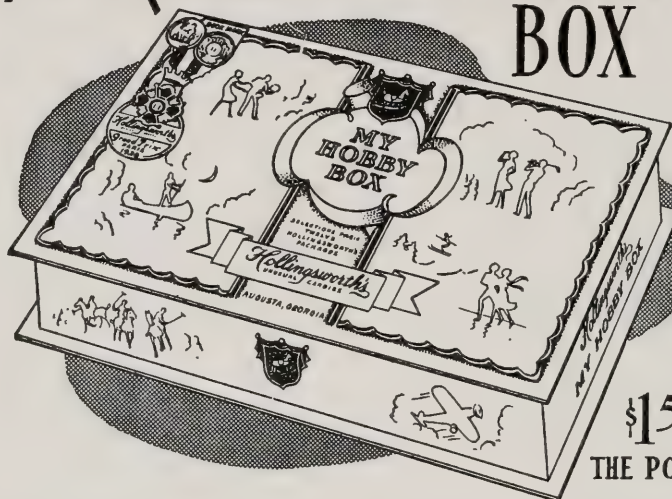
In cooperation with other businesses of Mooresville, all drug stores in that city close at noon on Tuesday of each week for the balance of the day. We understand similar arrangements have been worked out in Lenoir and North Wilkesboro.

A Charlotte pharmacist writes: "As you probably read in the papers a couple of weeks ago, the temperature went up to as high as 103. And, of all the luck, I got a prescription for six opium suppositories. Well, sir, my prescription counter was about 107, so did I have a time? I almost had to get under the ice box before I could finish the darn things."

The National Wholesale Druggists' Association has prepared four posters for use in wholesale drug houses, emphasizing the fact that employees in the drug industry are "vital for victory." Persons engaged in the wholesale and retail distribution of necessary drugs, medicines and health supplies to the civilian population are doing vitally important and necessary work. These posters focus the attention of employees in the drug industry on the definite relationship between their jobs and the ultimate winning of the war.

Miss Lucile Gillespie of Burnesville, a recent Chapel Hill graduate and newly licensed pharmacist, accepted a position with **Rogers Drug Store**, Durham, immediately after passing the Board. Other graduates of the 1943 class are at the following locations: **J. P. Burnett, Jr.**, with Hedgepeth's Pharmacy, Lumberton; **John H. Carswell** with Seerest Drug Company, Monroe; **R. H. Johnson** with Sandhill Drug Company, Southern Pines; **Louis Shields** to Dees Drug Store, Burgaw; **Mack Herring** to Butler's Pharmacy, Clinton; **R. L. Irwin** to Turner

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THE POUND

For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Drug Company, Elkin. Several of the graduates accepted employment in Virginia.

J. Louis Cobb of Black Mountain suggests the substitution of the title "Sulfa-Dispensors" for "Pill Rollers" now that the sulfa drugs are meeting with such wide medical success.

Featured speaker at the June 17th meeting of the Washington (N. C.) Rotary Club was **Paul B. Bissette**, past president of the N. C. P. A. Pharmacist Dorsey Welch is a member of the Club.

T. R. Rand, formerly of the Hawthorne Pharmacy, Charlotte, is now stationed at Camp Robinson, Arkansas, Co. C, 3rd Platoon, 106 Medical Training Battalion.

Charlie Bissette of Bissette's Drug Store, Greenville, went into service the latter part of July. . . . **Jack McAdams** of the Asher-McAdams Drug Company, Burlington, has also left for training.

P. J. Suttlemyre of Hickory will leave the middle of July for Chicago where he will attend an Executive Committee meeting of the N. A. R. D. The committee will plan for the coming N. A. R. D. convention in Chicago, Sept. 20-23.

J. A. Macfie of Brevard has been named Mayor pro tem of this hustling mountain town. . . . **W. R. Lane** holds the same position in Wilmington.

J. Louis Cobb of Black Mountain has been instrumental in reviving the city's Art Club . . . an exhibit will be sponsored in August.

R. N. Whatley, formerly with Johnson Wax, is now working eastern North Carolina for Lanteen . . . his headquarters are in Raleigh, Box 1712.

"Steve" **W. Frontis**, formerly of Greensboro, is now stationed at the Naval Dispensary, Washington, D. C.

L. E. McKnight of Fayetteville stopped off in Chapel Hill for a short visit recently . . . for the past six months he has been stationed in the South Atlantic . . . now assigned to a special school for a two-months training course before returning to active duty.

S. W. McFalls of Greensboro has been commissioned a First Lieutenant in the United States Army, Chemical Warfare Division. Lt. McFalls writes that although

he is not doing strictly pharmaceutical work, he "hasn't forgotten pharmacy." Several weeks ago he addressed a group of South-eastern Florida pharmacists and following completion of his talk was awarded an honorary membership in the organization. At the present time he is stationed at Miami, Florida.

Births

George S. Templeton of the George C. Goodman & Company Drug Store, Mooresville, is passing out cigars these days . . . Alice Marie was born May 30th.

Deaths

Elijah B. Perry, prominent pharmacist of Littleton for over 40 years, died in Rocky Mount on Sunday, June 13, after an illness of several months. Funeral services were held at the home in Littleton with interment following in Sunset Hill Cemetery.

William S. Hicks, age 48, son of Henry T. and Ida S. Hicks, died in Raleigh recently. For many years he was sales manager of the Capudine Chemical Company and at the time of his death was a member of the board of directors of the company.

A. M. (Pete) Gibson, of Gibson, died suddenly on the night of July 3rd after a brief illness. Mr. Gibson operated a drug store in his home town and for a number of years was also interested in a drug firm in Hamlet. The funeral was held Monday afternoon, July 5th.

H. G. White, Fayetteville pharmacist and proprietor of White's Drug Store of the same city, died Monday night, July 5. For more than a year Mr. White had been in ill health but had been able to continue actively working in the drug store.

A graduate of the Pharmacy Department, Medical College of South Carolina, Mr. White came to this State in 1925. He was an active N. C. P. A. member, having served on several committees during the past year.

Mr. White is survived by his widow, one daughter, seven sisters and a number of other relatives. The funeral was held on Wednesday afternoon, July 7.

Selling Your Customers For YOU

**Nerve Racking
HEADACHE**



**Eases the Pain —
Soothes the Nerves**

The quick-acting ingredients in the "BC" formula ease headaches and gently soothe nerves. Also relieves neu-

**Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day**

RELIEVES HEADACHES

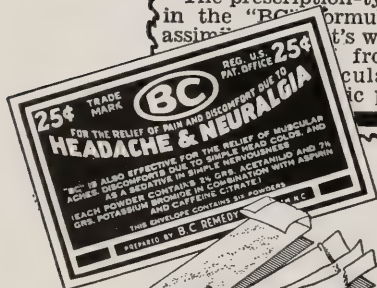


...and soothes Nerves upset by

HEADACHE and NEURALGIA

The prescription-type ingredients in the "BC" formula are readily assimilated. That's why "BC" offers relief from headaches, neuralgic aches and pains.

Nerves ruffled and upset by minor pains are also gently soothed by the quick-acting "BC" ingredients. Keep a 10c or 25c package handy. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

Mist from the Mountains

JIM HARRISON, *Reporter*

C. E. Cline, Asheville, sold his store in the George Vanderbilt Hotel to Mrs. Regina Harrington of Louisville, Kentucky. The new owner took charge April 20th and is discontinuing the prescription department. It will now be known as the G. V. Store. N. B. Spears, for the past few years with Cline's, will be in charge. C. E. Cline, after selling his store, is working a regular shift at Salley's for a few weeks.

Charlie Sisk of Pinner's Drug Store in West Asheville was confined to Mission Hospital for a good portion of April, and at the present is still unable to work, although gradually improving.

Johnny Johnson of Kenilworth Drug Store ate so many meals in his store, worked from opening until closing so many days and months without rest or diversion that he grasped Michigan's loss for his and North Carolina's gain. Russell W. Patchel, Kenilworth's new druggist, hails from Detroit, and was formerly with Fleming Drug of that city. "Patch" reports an immense liking for the south and the "Land of the Sky" in particular. He's a licentiate in Michigan, 1929, and reciprocity is applied for.

Remodeling of Mooneyham's has greatly improved the appearance of the store in addition to boosting business. The door that faced Broadway has been eliminated, making the main entrance from the Square and giving an extra window for display. The prescription room and stock room has been moved from a rear balcony to a lower floor, making for extra depth and more floor space. Additional fixtures are being installed and more customers are being served. It pays to freshen up.

If a survey could be made to ascertain the hobbies peculiar to druggists, fishing would probably rank as the one most common to the profession. Perhaps there is no more ardent devotee to that diversion than Moss Salley of Salley's Drug Store. Never having time and opportunity to indulge that hobby to his complete satisfac-

tion, he nevertheless realized his determination to hook his limit and fish to the point of satiation one sunny day in mid-May. Moss caught his limit, snared enough of the finny fellows to make up the limit for his quartet of companions, and reluctantly tossed back a goodly number to the placid waters of the mountain lake. The secret: persistence, perhaps; but Moss is inclined to credit the recent acquisition of a "fishing" barometer in enabling him to choose the day the fish would bite.

Druggists recently rendered hors de combat by illness include Boyd Mullen, Mullen's Pharmacy, undergoing painful dental extractions; Lloyd Jarrett, Biltmore Drug, with dermatitis; H. L. "Cotton" Bishop, West Asheville Pharmacy, sustaining a tonsillectomy.

Johnny Johnson, Kenilworth Drug, spent a few days in Memphis, Tenn., during May. As it was a pleasure trip, he heeded the O.P.T. admonition and did his traveling in mid-week.

The Adams-Blauvelt Pharmacy has a Service Flag with eleven stars, a very imposing number for a single store. Heading the list on this roll of honor is the star for the senior member of the firm, James P. Adams. Mr. Adams, a veteran of World War I, re-entered the service in the Marine Corps as a Captain before Pearl Harbor day and has recently been promoted to Major. Not to be outdone by his father, young Jimmie Adams joined the Marines. Father and son write from the South Pacific only that which officers and gentlemen write to pass the censor, but they will have plenty to tell when it can be told.

Mrs. Roy J. Johnson, Johnson Drug, has been in Aston Park Hospital, recovering from a serious operation.

Renovating and remodelling goes on this Spring, the scarcity of nails, lumber, paint and other materials notwithstanding. The Charlotte Street Pharmacy is the latest in Asheville to undergo the carpenter's and painter's magic. The booths sport a new

Timely Tips



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and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
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dress of paint, and a section of rear and side wall is being removed to change the setting of the prescription counter to afford a more commanding view of the store, and to make another aisle to speed attention to the customers. Floor space is thus better planned and more merchandise is brought into fuller view. J. C. McGee expresses himself as being well pleased with the results in increased business.

Did you ever see a near-perfect specimen of genus homo, vigorous and upright in abounding health—then see the same identity a few months later, broken, tired, and dispirited with the emaciated appearance of the grisly terror, then still a few months later the same man confronts your vision in wholly altered appearance, this time looking fit with sparkling eyes, healthy skin, springy, lively step and neat attire? Prescription balances, like human mechanisms, can live through such phases. Moss Salley (Salley's Drug) had just such a pair of balances. The scales became corroded and tarnished with incessant use, requiring constant balancing and almost continual care. But the balances were cleaned and repaired, getting a spread of enamel where it was needed and new chromium and metal to replace the worn until it became as new. In fact, one would need to look and examine for minutes before being able to say positively whether or not the scales had just been manufactured. This writer can almost swear the inanimate scales almost leaped at him, there seemed to be so much vibrant, pulsing life awakened to his touch. (No advertisement for Phipps & Bird, Inc., intended.)

L. B. Brookshire, graduate in Pharmacy Class of '43 at Chapel Hill, after passing State Board Examination, is prescriptionist at Kenilworth Drug Store, since mid-June. Essentially classified in 2-A by his draft board, he is, in effect, frozen in pharmacy for the duration. "L. B." has two uncles in business in Asheville: Guy E. Brookshire, proprietor of West Asheville Pharmacy and Lloyd J. Brookshire, proprietor of Norwood Pharmacy. His great-uncle, Dr. H. E. Brookshire, is a practicing physician in Asheville.

Beaman Pinner, proprietor of Pinner's Drug Store, West Asheville, was inducted into Army Service at Camp Croft on June 17th. Several pounds underweight, Beaman just barely passed the physical examination; in fact, he was accepted for limited service only in the Medical Corps. His service begins July 5th. Best wishes for another who leaves family, home and business to fulfill his national obligations.

E. L. Patchell, formerly with Kenilworth Drug Store, is now with Freeze Drug Company, Hendersonville.

To keep the pharmacy open long hours is a long-lived tradition with druggists the country over. Whether to keep open shorter hours or the same long schedule is as much a moot question now as in the years gone by, but some druggists in Asheville are solving the problem individually. Salley's, for instance, has had a 12-hour schedule since the first of January, open at nine and close at nine, Saturdays and Sundays included. Goode's has had shorter hours since moving to the new location on Haywood Street with a later opening hour of 1 P.M. on Sundays.

The consensus of opinion seems to be that no matter how short a time or how long a time the pharmacy is kept open there will always be as much or more business than can be adequately handled so why not have a shorter or a longer working day according to the quantity and quality of the help each store is able to muster and retain?

Early June found more stores embracing the "clean up, paint up" idea. Grove Park Pharmacy and the Shigley stores boast new paint jobs with spic and span interiors.

M. L. Cable, Pharmacist Mate 2C, Asheville druggist formerly with Mullen's and Kenilworth, now stationed at Fleet Hospital, New River, spent a recent furlough in Asheville. Maurice reports his work as interesting and the expectation of an early transfer.

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Merchandised!
Cooperation!



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Volume!

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A winter-summer seller that's growing by leaps and bounds. O-N ANTISEPTIC broke a precedent! Now it's breaking sales records daily!



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NOW!

For **COUGH** that
DUE TO A COLD



MOVES FAST!

Thousands of retailers can attest to the assured volume on O-N FOR COLD DISCOMFORTS. One of the fastest-growing proprietaries in America!



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From
Your
Jobber

ADVERTISING

Powerful, intensive, consistent advertising in newspapers, church papers, trade papers, radio. You'll WIN with O-N! Order today!

Owen Drug Company
Salisbury, North Carolina

Pharmacy School Graduates Number 24

Twenty-four graduates of the U. N. C. School of Pharmacy received their diplomas from the institution during the University's 149th Commencement program held in Chapel Hill on June 1. The diplomas were presented by Governor J. Melville Broughton and a farewell message by President Frank P. Graham.

Announcement was made during the exercises of the following awards: Lehn and Fink Gold Medal in Pharmacy, Banks Dayton Kerr, Mooresville; Buxton Williams Hunter Medal in Pharmacy, Mary Marsh Hood, Kinston, and N. C. P. A. Membership Award (for outstanding work in Materia Medica), Samuel Clark Beavans, Enfield.

The complete list of graduates follows: Harry Hampton Allen, Jr., Cherryville; Samuel Clark Beavans, Enfield; Michael Lawson Borders, Jr., Shelby; Grady Harold

Britt, Raleigh; Lorain Balfour Brookshire, Asheville; John Paul Burnett, Jr., Whitakers; John Hampton Carswell, Winston-Salem; Haleyone Belle Collier, Asheville; Hubert Lanier Flynn, Fayetteville.

Mary Lucile Gillespie, Burnesville; Robert Gardner Ham, Yanceyville; Rufus McPhail Herring, Clinton; Mary Marsh Hood, Kinston; Robert Louis Irwin, Wilkesboro; Rowland Hill Johnson, Fuquay Springs; Albert Willoughby Jowdy, Jr., New Bern; Banks Dayton Kerr, Mooresville.

Jefferson Franklin Pickard, Greensboro; Stuart McGuire Sessoms, Roseboro; Clarence Louis Shields, Murphy; William Alfred Simmons, Winston-Salem; Paul Edwin Tart, Dunn; Jefferson Draughn Whitehead, Enfield; Gordon Vincent Wyche, Weldon.

MOTHERWORT

Sign seen on the wall of a village store: "We require a deposit of 50% from customers we don't know and 100% from some we do know."

Pretty Maid: "Are you the pharmacist?"

Young Doc.: "Yes, I am."

Pretty Maid: "What can you give me for this painful finger?"

Young Doc.: (Looking at a dainty hand, then at the pretty face) "I'd like to give you something out of this jeweler's catalog for it, but I guess something out of the pharmacopoeia would be better."

Flash

The Pharmacy Corps Bill passed Congress on July 6 and was immediately sent to President Roosevelt for his signature. Unless the President decides to veto the Bill, which seems unlikely since both the House and Senate voted for it *unanimously*, the legislation will become law within the next ten days.

Look into this LIQUID vitamin
and mineral food supplement—

ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

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Chattanooga

Tennessee

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When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

ONE IN A SERIES OF "FACTS BEHIND THE GREAT TEST DRUGGISTS' ACCEPTANCE IN THE U. S."

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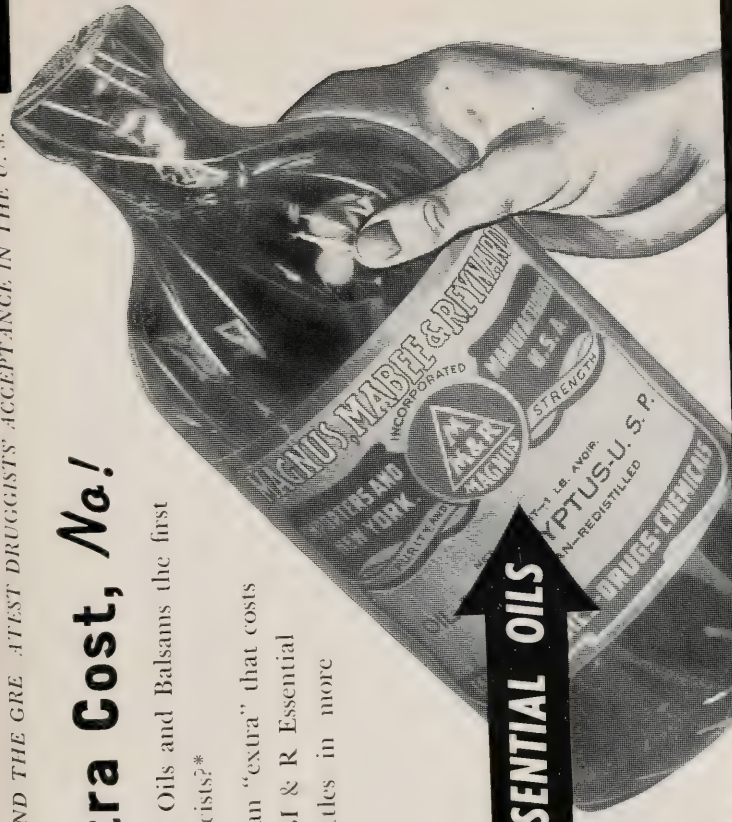
... The answer is M M & R quality . . . an "extra" that costs nothing extra! That's why you'll find M M & R Essential Oils in the familiar, uniform brown bottles in more Hospital and College Pharmacies.

*Proved by actual survey.

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Abbott Laboratories . . . Agfa Photographic Supplies . . . American Thermos Bottles . . . Amity Leather Goods . . . Bauer & Black Surgical Dressings . . . Bourjois Toiletries . . . Bond Flashlights & Batteries . . . Coty Toilet Goods . . . Davol Rubber Goods . . . Eaton Stationery . . . Houbigant Toilet Goods . . . Johnson & Johnson . . . Eli Lilly & Company . . . Mallinckrodt Chemicals . . . Max Factor Toilet Goods . . . Merck Chemicals . . . Old Spice Toilet Goods . . . Owens Illinois Bottles . . . Prophylactic Brush Company . . . Purepac Household Line . . . Schmid, Julius & Son . . . Squibb, E. R. & Son . . . Weco Products (Dr. West) . . . Young Rubber Company.

W. H. KING DRUG COMPANY

Wholesale Druggists

RALEIGH, N. C.

"THE HOUSE OF FRIENDLY AND DEPENDABLE SERVICE"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

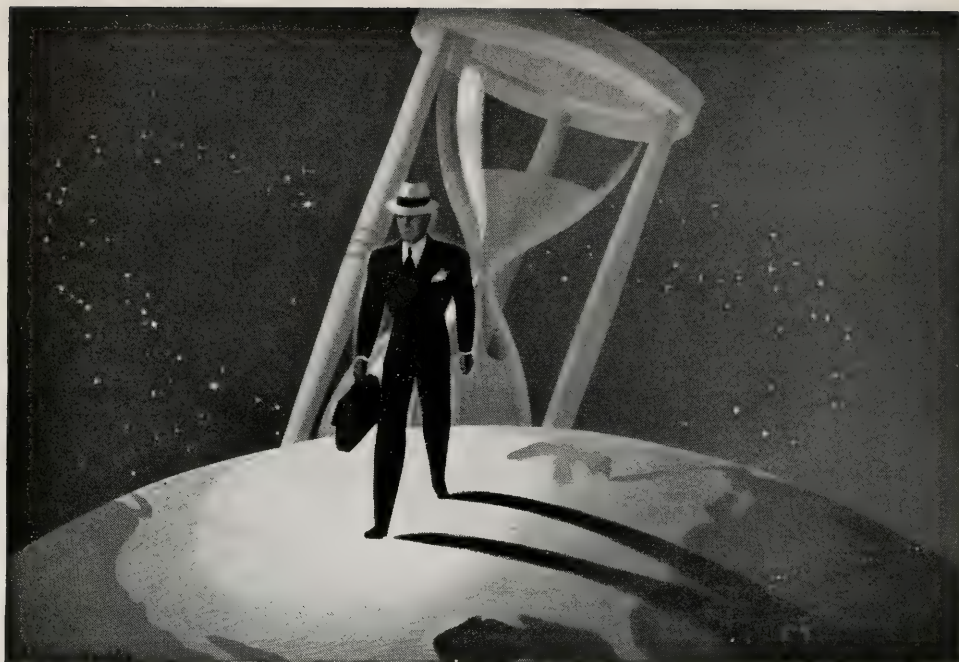


Seymour S. Shuchman, V-12 student from New York City, is pictured in the U.N.C. Pharmacy School Dispensing Laboratory, where he is preparing for pharmaceutical work in the Navy. Thirty-nine classmates from more than a dozen different pharmacy schools are enrolled in the V-12 pharmacy classes at Chapel Hill. Shuchman is a former student of Columbia University College of Pharmacy.

August, 1943

Eighteen Hour Drug "Daze"

Page 298



We pay him but he works for you

More often than not, Lilly pharmaceutical and biological products are as good as sold when they reach the prescription room. Day after day, month after month, year in and year out, Lilly medical service representatives make regular calls on physicians, encourage prescription writing, create profitable business for the pharmacists in their respective territories. In every city and town, wherever there are practicing physicians and retail drug stores, Lilly Products are constantly promoted and advertised. The result is increased prescription volume, better opportunity for professional service. Co-operate with your Lilly man. He works for you, never against you. That is the Lilly Policy.



Eli Lilly and Company is especially proud of its veterans, among whom is James A. Stone, of Lincoln, Nebraska. Mr. Stone joined the Lilly organization in 1913, only to leave a few years later to engage in the retail drug business. He returned to his post in 1923 and is now in his twenty-first consecutive year. For the last several years his son, James Jr., has represented the house in parts of Minnesota and North Dakota.

Lilly



BUY WAR BONDS AND STAMPS



Pheмерol Topical Goes to the Doctor

Parke-Davis medical service men today and every day are constantly reminding physicians in all parts of the United States of the obvious advantages of PHEMEROL* Topical, 3%, which is fast becoming the nation's "blitz" germicide.

These doctors use PHEMEROL Topical. They are learning by practical experience that it is an extremely potent aqueous preparation—without sting—equal in germicidal activity to that of strong (7%) Tincture of Iodine U. S. P. Medical

journal advertising keeps most physicians aware of its many uses.

PHEMEROL Topical has proved to be a superior application for first-aid treatment of minor cuts and abrasions. Each 1-ounce bottle is fitted with a specially designed dropper-applicator to spread the germicide freely and evenly over skin surfaces. The light color of PHEMEROL Topical is readily removed from skin or linen by washing with soap and water.

*Trade-mark Reg. U. S. Pat. Off.

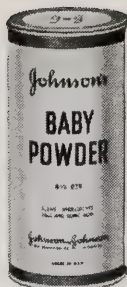
Supplied in bottles of 1-ounce with special dropper-applicator, and in pints and gallons. • **Other Pheмерol Products:** Solution Pheмерol 1:1000; Tincture Pheмерol, 1:500; Pheмерol Ophthalmic.



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

NEW!

**JOHNSON'S BABY POWDER
IN A
WARTIME PACKAGE! ➡**



BABY POWDER

** Minimum Retail Prices*

Small Medium Large

\$.10 \$.21 \$.39

Dealer's Cost

Net....	.82	1.88	3.50
6 Doz...	.80	1.79	3.33
12 Doz..	.78	1.69	3.15

** Plus Federal Excise Tax*



BABY OIL

** Minimum Retail Prices*

10¢ Size Medium Large

\$.10 \$.43 \$.89

Dealer's Cost

Net....	.82	3.70	7.65
6 Doz...	.80	3.52	7.27
12 Doz..	.78	3.33	6.89

** Plus Federal Excise Tax*

1943's the busiest year for the stork . . . and for

JOHNSON'S BABY PRODUCTS!

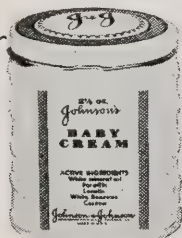
UP, UP, UP goes the birth rate. Up, up, up go sales of Johnson's Baby Products. Especially now it's summer—when the rising thermometer gives Johnson's sales another reason to soar!

New mothers are reading our gay, high-interest magazine advertisements. They're listening to our catch-the-ear Johnson's radio announcements. They're receiving the timely

and instructive consumer educational material on Baby Care. They know that Johnson's Products are what the doctor ordered for tender baby skin!

Display Johnson's pure, fine quality Baby Products in *your* Baby Department!

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



BABY CREAM

** Minimum Retail Prices*

Jars Small Large

\$.10 \$.43

Dealer's Cost

Net....	.82	3.70
6 Doz....	.80	3.52
12 Doz..	.78	3.33

** Plus Federal Excise Tax*



COMBINATION BOXES ** Minimum Retail Prices*

De Luxe Gift Gift Requisites

\$ 1.75 \$.89 \$.39

Dealer's Cost

Net....	14.60	7.66	3.20
6 Doz....	13.87	7.28	3.04
12 Doz..	13.14	6.90	2.88

** Plus Federal Excise Tax*

For Further Details Ask Our Salesman

IT'S AN OLD AMERICAN CUSTOM—

to buy as many War Bonds as possible.
 to support all Retail Drug interests.
 to help you in time of fire loss.
 to have your interests in mind.
 to understand your problems.
 to help solve your problems.
 to pay your losses quicker.
 to give you more service.
 to help win the war.
 to save you money.
 to be one of you.
 to work with you.
 to work for you.
 to be a friend.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
 CINCINNATI, OHIO

established in 43 states

E. F. RIMMER
 Box 377
 Sanford, N. C.

RALPH M. CROSSON
 P. O. Box 475
 Columbia, S. C.

TABLETS

PHENOBARBITAL

Scientifically Correct Products

TABLETS

VITAMIN B₁

Direct or through your wholesaler.
 Inquiries invited on other pharmaceutical products.

L. P. MAYRAND

Manufacturing Chemist
 GREENSBORO, N. C.

Owens & Minor Drug Company

*Aspire to Be Just Good Wholesalers
of Drug Store Merchandise*

Many things are happening these days to interfere with our aspirations, but we are still carrying on, ever mindful that some day the world will return to normal and we can again serve you as well as we have done in the past sixty years as drug wholesalers.

Owens & Minor Drug Co.
INCORPORATED

1000 E. Cary Street

Richmond, Virginia

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Vol. XXIV

AUGUST, 1943

No. 8

Revision of Labor Laws Recommended

Additional modifications of the State's labor laws were recently recommended to Governor Broughton by Commissioner of Labor, Forrest H. Shuford, and the Labor Advisory Committee. The proposed modification applies to regulations governing employment of women and minors.

Recommendations of interest to drug store proprietors are as follows: (1) Female persons who are over 18 years of age may be employed for as many as ten hours per day but not more than 48 hours per week provided that for any time during which they are employed in excess of 9 hours in any one day, such persons shall be paid not less than $1\frac{1}{2}$ times the usual compensation per hour for such work.

(2) Minors who are 14 and 15 years of age, subject to the existing statutory provisions as to the number of hours during which they may work, and as to the occupations in which they may be engaged, may be permitted to work until 9 P.M.

(3) The Commissioner of Labor shall have authority to issue permits to particular plants or particular employers authorizing the employment in such plants or by such employers of male minors between the ages of 16 and 18 years, at such types of work, under such conditions, and for such hours, as may be helpful to the war effort, subject to such regulations as the Commissioner of Labor may find to be necessary to protect the health, education, safety, and general welfare of all such minors.

For further information pertaining to the labor laws, write Forrest H. Shuford, Commissioner of Labor, Raleigh, N. C.

Limit Placed on First-Year Pharmacy Class

Selective Service Activity and Occupational Bulletin No. 33-6 (formerly Occupational Bulletin No. 11), as amended July 1, 1943, places a limitation on the number of students in the freshman or first-year pharmacy classes scheduled to start in September. As specified by Selective Service "the number of students (first year) shall not exceed 150% of the average number of students graduating at the bachelor degree level from that institution over the three-year period—1939-40, 1940-41, 1941-42."

In accordance with the above directive the University of North Carolina School of Pharmacy will be in position to register forty-two (42) freshman students this fall. Applications from approximately 50% of this number of prospective students have already been filed with Dean Beard. If your son or daughter is planning to enter the University Pharmacy School this fall, we suggest you take *immediate* steps to register him or her. In the event more than 42 applications are received, selectivity methods will have to be resorted to.

The University faculty members are studying certain other phases of Bulletin 33-6 and expect to release further announcements concerning the deferment of pharmacy students, within the next ten days.

N.A.R.D. Meeting Cancelled

The Executive Committee of the National Association of Retail Druggists recently voted unanimously to cancel the annual meeting of the organization, previously scheduled for Chicago in September.

Eighteen Hour Drug "Daze"

For more than a year now there has been a definite trend in this State for shorter hours; a trend which we like to think of as a permanent one rather than as a temporary measure brought on by wartime conditions. After all, is there any valid reason why you and your clerks should work 15 to 18 hours a day . . . long past the point of efficiency and safety?

Pharmacy and pharmacists have long been noted for their unceasing efforts towards promoting the health and general welfare of the public. This is as it should be but in some instances this "will to serve the public" has been carried to excess. When you received your license to practice pharmacy you assumed a definite responsibility to the public, a responsibility which most definitely does not include "working around the clock" with a consequent shortening of your life span.

On innumerable occasions the writer has been told by high-school graduates that the greatest deterrent to their selecting pharmacy as a career was the "long hours" generally prevalent throughout the profession. These young men and women are not lazy; they are just as ambitious to succeed as the average American boy or girl. Yet the idea of working 15 to 18 hours a day, *seven days a week*, holds no appeal for them, no matter how important the work might be.

For the past decade the enrollment in colleges of pharmacy has been steadily decreasing, a trend which will continue unless we find some practical solution to the long, brain-fatiguing hours which we have been observing. Painting a rosy picture to the graduates is not the answer to this problem because such graduates are intelligent, they have minds with which to reason with and the answer they finally arrive at after examining the situation as it actually exists does not presage well for pharmacy in the future.

We readily admit that there are many additional problems which need solution in operating the average pharmacy but none of them are so pressing as the subject of "hours."

Solve this problem—it is entirely in your hands—and you will have formed a basis for (1) more aggressive, alert pharmaceutical service (2) a happier and healthier home life and (3) insured a continuation of the profession by reason of attracting more and better-qualified personnel to the pharmacy colleges.

This problem of hours cannot be solved on a state basis because conditions vary so widely from section to section. It will have to be handled by each local group of pharmacists, varying the opening-closing arrangements to meet conditions within their own immediate locality.

In this connection we are pleased to record some of the towns in this State that have already taken aggressive action to solve the problem. Look them over; possibly you will decide an hour or so could be cut from your own schedule.

Rockingham

Monday through Friday: 8:30 A.M.-7 P.M.
Saturday: 8:30 A.M.-11 P.M.
Sunday: 8:30-10:30 A.M.; 2-6 P.M.

Mooresville

Monday through Friday: 8:00 A.M.-9 P.M. with exception of Tuesday afternoon and evening when drug stores close.
Sunday: Closed all day.

Shelby

All drug stores closing earlier.

Salisbury

Monday through Friday: 8:30 A.M.-9:30 P.M.
Saturday: 8:30 A.M.-10 P.M.
Sunday: 9-11 A.M.; 2-7 P.M.

Mount Airy

8 A.M.-10 P.M. week days.
Sunday: One store in the town open each Sunday by rotation.
Holidays: Two stores open in the morning; two stores open in the afternoon. (4 stores in the town)
During summer months all stores close Thursday afternoon and evening.



Oh! father, dear father, come home with me now,
The clock in the steeple strikes ten.
You've broken the Sabbath and mother's poor heart,
And baby won't know you again!

Oh! what do we care for the sale of a sponge,
A toothbrush, a stamp or a pill?
Our Sundays without you are awfully sad
And mother, I fear, will be ill.

The lawyers are saying there's grounds for divorce,
And I'll have a stepfather then.
So lock up the drug store each Sunday,
And make us all happy again.



Winston-Salem

Uptown stores: Week days: 8 A.M.-9:30 P.M.
Sunday: 9-11 A.M.; 2-9 P.M.
Suburban stores: Week days: 8:30 A.M.-10 P.M.
Sunday: 9-11 A.M.; 2-9 P.M.

Hickory

Monday through Friday: 8 A.M.-9 P.M.
Saturday: 8 A.M.-10 P.M.
Sunday: 9-11 A.M.; 2-6 P.M.

Asheboro

Monday through Friday: 8:30 A.M.-8 P.M.
Saturday: 8:30 A.M.-9 P.M.

North Wilkesboro

No regular opening and closing hours except that during the summer months, stores are closed Wednesday afternoon.

Statesville

Monday through Friday: 8:30 A.M.-9 P.M.
Saturday: 8:30 A.M.-10 P.M.
Sunday: 9-11 A.M.; 2-6 P.M.

Lexington

Monday through Friday: 8 A.M.-9 P.M.
Saturday: 8 A.M.-10 P.M.
Sunday: 8:30-11 A.M.; 2-6:30 P.M.

Oxford

Monday through Saturday: 9 A.M.-9 P.M.
Sunday: 9-11 A.M.; 12-12:30 P.M.; 4-7 P.M.

Roanoke Rapids

Monday through Friday: 9 A.M.-9:45 P.M.
Saturday: 9 A.M.-10:30 P.M.
Sunday: 11 A.M.-1 P.M.; 2-6 P.M.

Lumberton

Monday through Friday: 8:30 A.M.-9:30 P.M.
Saturday: 8:30 A.M.-10:30 P.M.
Closed on Sunday

Asheville

Eckerd's of Asheville operates on a weekly schedule of 72 hours: Monday through Saturday, 9 A.M. to 9 P.M.; Sunday, closed all day.

Commenting on the above schedule, Manager R. E. Young has this to say: "Our business has not been adversely affected by the schedule but rather it has been considerably better. The public evidently feels that employees are entitled to better hours and co-operate by restricting their purchases to the new schedule which we have adopted."

Gilliam to Head Association 1944-1945

The Board of Tellers, composed of Messrs. D. Clyde Lisk, J. Boyce Hunter and A. Kirk Hardee, Jr., all of Charlotte, announced the results of the balloting for N.C.P.A. officers, 1944-1945. The successful list of candidates follows:

President: W. A. Gilliam, Winston-Salem.

First Vice-President: E. C. Daniel, Zebulon.

Second Vice-President: T. R. Burgiss, Sparta.

Third Vice-President: T. G. Crutchfield, Greensboro.

Member Executive Committee, 3-year term: R. P. Lyon, Charlotte.

Member N. C. Board of Pharmacy, 5-year term: H. C. McAllister, Chapel Hill.

All of the above-named officials with the exception of the new Board of Pharmacy member will be installed during the last session of the 65th Annual Meeting of the N. C. Pharmaceutical Association. Mr. McAllister will be commissioned and installed as a member of the Board on April 29, 1944.

The newly elected officers have all been closely associated with organized pharmacy for years, so a progressive continuation of the Association's program is predicted after they assume the task of managing the affairs of the organization.

Congressman Durham Speaks to Student Branch

The Student Branch of the N.C.P.A. met at Howell Hall Thursday evening, July 22 when they were privileged to hear Congressman Carl Durham. Bill Taylor, President of the Student Branch presided. He called on Dean Beard, who introduced Congressman Durham with a glowing tribute for his work toward a better recognition of the profession of pharmacy and especially his efforts in behalf of the Pharmacy Corps Bill.

Congressman Durham gave a short history of the Pharmacy Corps Bill which was

most interesting. He then explained the various features of the law, citing requirements for commissions, etc. At the conclusion of the address there was an extensive discussion during which Congressman Durham graciously answered queries from the members of the Student Branch.

There were a large number present to hear this timely address.

WANTED

Registered pharmacist; also unregistered front man. 54 hours weekly, nine hours for six days, store closed on Sundays. Downtown active location. Write full details of your qualifications in first letter, age, and where you have worked. State whether married or single.

Toms Drug Company
Wilmington, N. C.

Registered pharmacist for drug store being established by Federal Housing Project near Wilmington. Semi-furnished apartment (refrigerator, stove, etc.) guaranteed successful applicant; low rental on apartment. Salary: \$75.00 a week. For further information, write W. J. Smith, Drawer 151, Chapel Hill, N. C.

Registered pharmacist, draft exempt, who can manage, do the buying, and is capable of filling 20,000 prescriptions a year. The store hours are from 8:30 A.M. to 10 P.M. six days a week and from 9 A.M. to 10 A.M. and 2 P.M. to 6 P.M. on Sundays; also subject to call at any other time. If interested, write W. J. Smith, Drawer 151, Chapel Hill, N. C.

Registered pharmacist. Write B. B. Black, Black's Drug Store, Kannapolis, N. C.



The Beginning of the End for Non-Recognition of Pharmacists in the Army

A quintet deserving of the highest praise by American pharmacists—the steering committee that so successfully channelled your efforts to Congress that the Pharmacy Corps Bill passed three readings—two in the House, one in the Senate—without a single dissenting vote.

We nominate for Pharmacy's *Hall of Fame* the following men, reading left to right: Dr. E. F. Kelly, Secretary of the American Pharmaceutical Association; Attorney Rowland Jones, Washington Repre-

sentative of the N.A.R.D.; Dr. H. Evert Kendig, Chairman of the Committee on the Status of Pharmacists in the Government Service; Congressman Carl Durham, co-sponsor of the bill; and Pharmacist Harve Tibbott of Pennsylvania, also a member of Congress. To the above group should be added the name of Hon. Robert R. Reynolds who so ably guided the legislation through the United States Senate following a hearing on the bill before the Senate Military Affairs Committee of which he is chairman.

"Back-to-School" Time . . .

A complete check-up of your stock now will assure you of being prepared to supply the demands of your important customers—the school youngsters. Some of the items they will be needing are . . .

Pencils

Pencil Leads

Pencil Tablets

Hand Pencil Sharpeners

Pen Points

Pen Staffs

School Bags

Book Straps

Note Book Binders

Note Book Fillers

Wax Crayons

School Paints

Erasers

Rulers

Art Gum

Compasses

Protractors

Dictionaries

Spelling Pads

Composition Books

Tooth Paste

Tooth Brushes

Lunch Kits—Empty

Mucilage—Paste—Ink

Ask our representative to show you what he has.

* * *

JUSTICE DRUG COMPANY

GREENSBORO, N. C.

North Carolina Service Wholesaler

Letters of Interest

Dear Mr. Smith:

I wish to acknowledge receipt of the May issue of the JOURNAL, which you so kindly sent to me a little while back when I was down in Texas.

I want to say, Mr. Smith, that I was somewhat "taken back a bit" when I looked at what you had used for a cover. Are you sure this war and all the changes, inconveniences, and excitement hasn't got you fellows down there a little bit confused? But thanks anyway.

I must apologize for not dropping you a line sooner, but the Army has been keeping me pretty busy for the last few months and I have been unable to maintain normal correspondence. In fact the Army has kept me busy for all of the 15 months I have been with them.

I have had duty in some twelve different posts, camps, and stations. They have moved me in the neighborhood of 20,000 miles including a round trip over to the other side. The last place they sent me was deep in Texas, and there I have just completed the most unforgettable experience of my life, namely: Officer Candidate School! "Man-O-Man," that is one place, take it from old "Sarg" to stay away from. Now, let's see, that sounds worse than I intended it to, but anyway it *is plenty rugged*, and I'm not recommending it.

You may or may not know, Mr. Smith, but for the first year I was sergeant in the Engineer Corps. I applied soon after being taken into the Army for transfer to Medical Administrative Corps. The only way that could be accomplished was through O.C.S. Med. Adm. Corps. I had always understood that this Corps had been created for Pharmacists, so decided that was the place for me. Now after 15 months I have accomplished that transfer, and on June 23 received the basic commission of 2nd Lt. in this Corps.

An interesting point, however, is the type of jobs and work that we are assigned to. They have very little connection with Pharmacy. M.A.C. officers are today known as "Line Officers of the Medical Corps." The assignments run and sound like the following: Hospital Registrars; Ambulance Platoon Leaders; Litter Bearer Platoon Leaders; Personnel Officers; Adjutants; Technician School Instructors; Mess Officers; Motor Officers; Medical Supply Depots; Unit Medical Supply Officers, and several more.

I do not say that the possibilities of the M.A.C. assignments mentioned above entirely lack interest, but I will say that a pharmacist needs a new education to prepare himself for this and he will look a long time for the information he needs if he refers only to his U.S.P., Materia Medica, or Chemistry text books, or even on the shelves in the Rx. room. He had better go out to the garage and take apart the old car and learn what makes camshafts, crankshafts, and fly wheels go round, and what the oil pump is. He had better learn how to construct deep pit latrines, urine soakage pits, grease traps, cross trench incinerators and the like. He had better interest himself a little in measures to control insect borne and intestinal diseases; the purification, transport and distribution of water in the field.

And then there are the maps to deal with and the prismatic compass, the contours, coordinates, defilade, and a completely new education in symbols and forms, tags, report sheets and medical records by the hundreds. A refresher course in accounting and book-keeping would be helpful. And it would be well to learn a little about the district attorney's duties and the defense council. That's enough, even though it is entirely too brief, but I hope that you will get the idea from it anyway.

You may tell any of the boys whose draft boards are taking a special interest in them to begin to study now and not to wait until the Army gets them.

I wish to extend to you my sincere wishes for your continued success on the leading part you are taking in North Carolina Pharmacy.

Fraternally yours,
(Signed) JOHN R. ELSON, JR.
2nd Lt. Med. Adm. C.

Mr. W. J. Smith, Secretary
North Carolina Pharmaceutical Association
Chapel Hill, North Carolina

Dear Mr. Smith:

First I wish to congratulate you for the wonderful job done by you and your associates in collecting quinine for the National Quinine Pool. I believe I can conscientiously say

(Continued on Page 305)

We Tell 'em — You Sell 'em



**Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day**

HEADACHES-NEURALGIA Eased Quickly with "BC"

Agonizing headaches and an-
noying neuralgic pains usual-
ly yield to the quick relief of

of muscular aches and func-
tional periodic pains. Acts as
a sedative in simple nervous-
ness. 10c & 25c sizes. Use only
as directed. Consult a physi-
cian when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

that yours is the most complete job done by any state and all of you deserve great credit for this extremely patriotic act and for the fine cooperation shown by the pharmacists of your State, as well as by the State officials and others.

Using the State Highway Patrol was undoubtedly a very effective and unusual method of obtaining contributions and they, in turn, deserve credit for their effort. I should like very much to write the proper State officials, thanking them for their cooperation in your organization and will appreciate your sending me a list of names of persons you think I should write.

In checking through the material which you sent me, I can realize that your effort was very carefully planned and extremely well organized, showing the result of careful thinking, which bore fruit in the results achieved. We have just mailed V-Certificates to all of the names included on the list which you forwarded us and they should be in the hands of each individual donor very shortly. We are enclosing herewith a V-Certificate for your office, as we believe you are more than entitled to it. I have called the attention of various governmental officials interested in the National Quinine Pool to the unusual work done by your organization and the very large amount of quinine collected and you may rest assured that all of them were quite voluble in their praise over this effort.

Our collections at present show between 130,000 and 140,000 ounces of quinine.

Cordially yours,

(Signed) CHAS. R. BOHRER, *Assistant Secretary*
AMERICAN PHARMACEUTICAL ASSOCIATION
Supervisor, NATIONAL QUININE POOL

CRB:MB

"I am certainly thankful to you and the rest of the druggists who made it possible for the Pharmacy Bill to pass. This will raise the standing of pharmacy more than anyone can estimate and we are justly entitled to this recognition.

"Let's put on a big advertising campaign something similar to the Doctors. They say it is unethical to advertise and yet the medical profession is the most publicized profession today."

JOHN R. HUGHES
Madison Drug Company, Inc.
Madison, N. C.

"I want to thank you for your letter of June 28 on the recapitulation of the quinine collected by the N. C. State Highway Patrol in its recent drive. While the actual count did not show up as well as the estimate, I concur with you that the boys did a right good job and I assure you that we were more than glad to be of this assistance to you and your Association.

"Should the occasion arise that we can be of similar assistance, please do not hesitate to call on us."

J. T. ARMSTRONG, *Major*
Commanding, State Highway Patrol



Valentine's Meat-Extract

1 4/5 ozs. net

1 dozen at list \$9.00 through wholesaler.

Valentine's Meat-Juice Company

Richmond, Virginia



A NEW PRODUCT... For New Profits

EVERCOL

ISOPROPYL ALCOHOL RUBBING COMPOUND

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA

It Pays You in Dollars

MR. DRUGGIST, it will pay you in dollars to keep adequate stock of Capudine. Our intensive newspaper advertising in North Carolina, with regular insertions every week, reaches over one million people. THAT'S BOUND TO BRING CUSTOMERS TO YOUR STORE.

So stock up now . . . buy the \$8.00 deal and get the extra 5% bonus. With this DEAL every sale means EXTRA PROFIT, both by the package and at the fountain.

Give Capudine a prominent display on your counter. It's a sure repeater and a generous profit maker.

Write for dose measure glass, counter cards and dummy cartons.

CAPUDINE CHEMICAL COMPANY
RALEIGH, N. C.



Mist from the Mountains

By JAMES W. HARRISON, Asheville

Eddie Varner of Varner's Drug Store, Brevard, has been commissioned Ensign in U.S.N.R. after passing examination in Atlanta. He is awaiting call to active duty, which is expected shortly.

Charles N. Ferree, formerly of Cherokee Pharmacy, Gaffney, South Carolina, is now with Grove Park Pharmacy, Asheville.

Don Plemmons of Adams-Blauvelt found time recently to spend a week-end in Greenville, South Carolina. Mrs. Plemmons accompanied him on what Don terms a belated anniversary trip.

Johnny Welch of Johnson Drug has formed a sort of one-man pool to help a brother druggist. After working hard all day at his regular job, Johnny finds two or three evenings each week to help Charlie Sisk who is doing a good job for Beaman Pinner, who recently entered the Army.

Roy Johnson, Johnson Drug, persevered in his quest for lumber and hardware until he acquired enough of that valuable material to do a remodeling job in his soda fountain kitchen. Now if he can get enough ration points, he can feed his luncheon trade as well or better than in the good old days.

Tempus fugit! It seems only yesterday that John Chambers was a teen-age fat boy riding a bicycle for Salley's. Johnny had a hobby and his spare time nursed it along. Instead of studying *Materia Medica*, etc. in the back of the store, he rigged up a telegraph key and practiced the International Code a few minutes at a time between customers. He pored over a Physics textbook or a Communications Manual. Soon he had a radio license and his own "ham" station. Finally, a year ago he was accepted in the Signal Corps, sent to Scott Field, then Yale University, and now

he is a second lieutenant in Communications Air Corps, stationed at Drew Field, installing and maintaining radio equipment in Uncle Sam's bombers.

Another youngster who interrupted his pharmacy course at Chapel Hill to get into the Air Corps is Bill Jordan. Bill too began his working career at Salley's, and the present finds him a gunner on a bomber, proud of his rank of sergeant.

Bryan Whitford, Pharmacy Class of '41, is at Moore General Hospital as a pharmacist with the rank of technical corporal.

Instructor: "Does heat travel faster than cold?"

Student: "Heat travels faster."

Instructor: "How do you know?"

Student: "Well, you can catch cold."

Panhandler: "How about a nickel for a Coca-Cola?"

Passerby: "No!"

Panhandler: "Well, give me a dime and I'll tell you where you can get one."

Salesman: "Do you have a WPB order for this Quinine?"

Druggist: "No, but I have a verbal agreement with them that I can get some."

Salesman: "But a verbal agreement isn't worth the paper it's written on."

Druggist: "I filled 99 prescriptions yesterday."

Clerk: "Why didn't you fill one more and make it an even hundred?"

Druggist: "Why be a hog for one more prescription?"

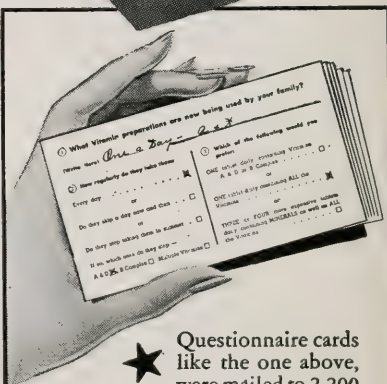
WHAT VITAMINS SHOULD YOU PUSH THIS YEAR?

A Nationwide Impartial Survey Revealed these Amazing Facts ➔

IT WAS IN THE CARDS! We felt certain of the results but we wanted the *proof* to pass on to you. Figures like those shown at right do MORE than merely prove our point regarding ONE-A-DAY popularity. They chart the way for the druggist who asks, "What vitamins shall I push this year?" The answer is simple: Based upon plain profit arithmetic and judged by the gigantic year 'round advertising and sales building campaign behind them, there is one sound conclusion—ONE-A-DAY brand is THE brand.



45^{OUT OF 100}
Vitamin
Users Say
"ONE-A-DAY"
★ BRAND



★ Questionnaire cards like the one above, were mailed to 2,200 families under the name of an independent research organization. Neither Miles Laboratories nor ONE-A-DAY Vitamins were mentioned in any way. Approximately one-half of the names were listeners of a popular network radio program. The other half were subscribers to a large national home magazine. Names were picked at random. The results shown below speak for themselves.

725 cards were returned. 68% of those replying used Vitamins of one kind or another. 295 told what brand they used, and of these, 135 or 45.7% used ONE-A-DAY brand vitamins! This number represents slightly more users than the next 14 brands named.

MILES LABORATORIES, INC., Elkhart, Indiana ★ Makers of Alka-Seltzer

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Charlotte Drug Travelers

The Charlotte Drug Travelers held their regular monthly meeting with President J. G. Barnette presiding, at Thacker's Restaurant, Saturday, July 3.

Regular business of the club was transacted, during which time it was voted to raise the annual dues of the club four dollars. Mr. Henry Marston (Upjohn Company) who is chairman of a committee to check into the club's possibilities of sponsoring a scholarship to the University of North Carolina School of Pharmacy, reported that at present the main object should be to contact prospective students, and get a scholarship award lined up later in the fall. There were 30 members in attendance at the meeting.

News Notes

Mr. Rush Hamrick (Kendall Medicine Company) of Shelby was in Charlotte Saturday, July 3, and attended the meeting of the Charlotte Drug Travelers. Mr. Hamrick is a member and a good one, as he lives in Shelby forty miles away and doesn't miss many meetings. Local members please take note!

Mr. J. G. Barnette (E. B. Reid Company) and Mr. Marshall Smith (Mennen Company) and their families spent an enjoyable July 4th at the Charlotte Drug Travelers Club house on the Catawba. They had a good old-fashioned party including home-made sandwiches and trimmings plus big juicy watermelons. What July 4th celebration is complete without watermelons?

Martha Anne Smith, daughter of Mr. and Mrs. C. H. Smith (Drug Package, Inc.) who recently underwent a very serious operation at Charlotte Memorial Hospital, is reported to be progressing nicely. She will still have to be confined in the hospital for another week or ten days, but we all hope for her rapid recovery.

Mr. Gene Saunders (Ray-O-Vac) has been on an extended business trip through Ten-

nessee, Florida and Georgia. He was last heard from at Atlanta, Georgia. From there he went to Tampa, on to Jacksonville, back to Valdosta and Atlanta, and returned to Charlotte on July 24.

Mr. and Mrs. W. B. Holmes (Merck Company) went to Knoxville, Tennessee and from there to Gatlinburg, Tennessee, in the Great Smokies. There they had a cabin on the river and enjoyed several days' rest and vacation. On July 23 they traveled to Atlanta, on to Birmingham, Alabama and thence to Memphis, Tennessee where they visited both their parents and were present at a family reunion. During these troublesome times, it is great that one can occasionally get to see their parents.

Mrs. Joe Wear and son are visiting her parents in Kentucky. Mr. Wear is with Richard Hudnut Company.

Mrs. Joe Monroe and mother recently spent several days at Myrtle Beach. Mr. Monroe operates Carolina Cut Rate Drug Store.

Mrs. W. R. Dixon accompanied her husband to Raleigh last week.

Mr. and Mrs. J. W. Bennick (Scott Drug Company) were in Charleston, S. C. recently. Bet they saw gobs of "gobs" and soldiers too.

Mr. and Mrs. Gene Saunders and daughter made a visit home to Montgomery and Birmingham, Alabama a few weeks ago. Mrs. Saunders, who has been on a strict health diet, is improving.

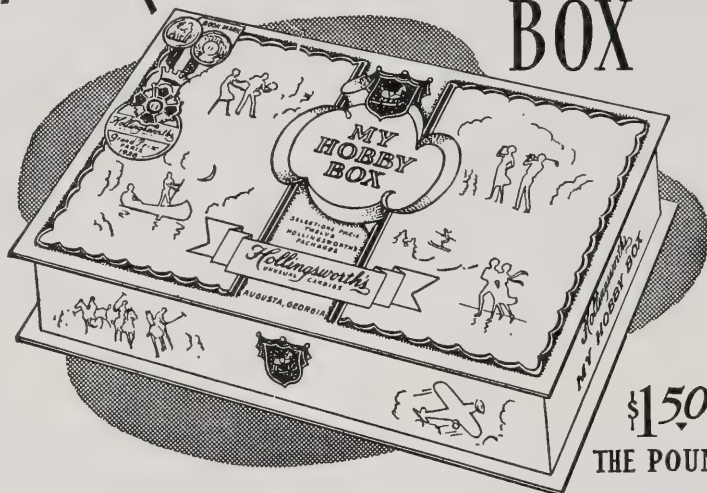
Mr. and Mrs. E. H. Hemmle (Colgate Co.) spent several days at Myrtle Beach during Fourth of July vacation. They reported catching lots of small fish—no big ones—and getting plenty of sunburn.

Mrs. F. E. Thomas, new president of Charlotte Auxiliary, is spending some time with her parents in Alabama.

Mrs. P. C. Day, wife of Jergens Woodbury salesman, recently spent two weeks in

(Continued on Page 311)

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UNUSUAL CANDIES



GRAND PRIZE
PARIS 1928

Dayton, Tennessee, visiting her mother and sister.

Mrs. Irby Hall, whose husband represents the Abbott Laboratories in Charlotte territory, recently returned from a visit to Syracuse, N. Y.

Mr. I. W. Mettelmann (Pepsodent Company) was in Charlotte on business for his company early in July.

"The Rains Came" but the Victory gardens still continue to grow. There are a lot of expert gardeners among Charlotte Travelers. Mr. J. G. Barnette and Mr. Marshall Smith have a large plot and report plenty of fresh vegetables. Mr. Frank Armistead (Johnson & Johnson) is also dividing his spare time between his Victory garden and the golf course. Did you put out any rubber plants, Frank, so you can grow your own golf balls?

Mr. and Mrs. Hugh J. Singleton and son of Raleigh (Colgate Company) recently came through Charlotte en route to Lake Lure, North Carolina, where they spent a few days during Fourth of July vacation. Miss Carey Singleton of Atlanta, sister of Mr. Singleton, was with them.

News Digest

J. B. Polk and J. B. Threatt, Durham, have purchased the entire assets of the People's Cut Rate Drug, 332 West Main Street, Durham. The transaction was completed July 22.

Mr. Threatt has been with People's since the store opened; Mr. Polk has been associated with the store since 1940. Before this connection, both were connected with the Eckerd organization.

One of the former owners of People's, A. L. Pearce, is seriously ill.

Norman B. Moury, Wampole salesman,

spent one week of his vacation at Ridgecrest; the balance of it was spent in catching up on his grass cutting, etc.

Reaves Cash Drug Store of Fayetteville has been sold to J. W. F. Wooten.

Dope Theft Solved

In some manner a quantity of narcotics was mysteriously stolen from the Kyser Drug Company, Rocky Mount, on July 7.

Police were unable to break the case until Mrs. Katherine Patrick, also known as Kay Merrick, was arrested in Charlotte on July 21. The narcotics were traced to Rocky Mount by means of a sheet of stationery used as wrapping for the drugs.

Mrs. Patrick has been placed under \$2,000 bond.

A. Livingston Moir, age 50, died July 15 after several months' illness. At the time of his death Mr. Moir was living in Loris, S. C. He was a former resident of Fayetteville where he was a member of the McKeithan Drug Company.

Willer Allen, negro girl, charged with assault and battery, was recently sentenced by Judge A. H. Borland of the Durham Recorders Court to 30 days in the workhouse, the sentence being suspended on condition that the defendant shall not go into the Hospital Pharmacy and remains on good behavior and pays a fine of \$15.

The girl allegedly bought some ice cream at the pharmacy and after getting home decided that she wanted another flavor. She returned the ice cream and asked Hackney, a soda clerk, to exchange it for another flavor which he refused to do, claiming that the ice cream was melted. According to witnesses the girl then threw the ice cream at the clerk.

The Joy of Being the Editor

Getting out this magazine is no picnic.

If we print jokes, people say we are silly.

If we don't they say we are too serious.

If we clip things from other magazines, we are too lazy to write them ourselves.

If we don't, we are stuck on our own stuff.

If we stick close to the job all day, we ought to be out hunting news.

If we get out and try to hustle, we ought to be on the job in the office.

If we don't print contributions, we don't appreciate true genius.

And if we do print them, the magazine is filled with junk.

If we make a change in the other fellow's write-up, we are too critical.

If we don't, we are asleep.

Now, like as not, some guy will say we swiped this from some other magazine.

We did—

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA



PAL Doesn't Believe in a "SELLER'S MARKET"

You've probably heard a lot of loose talk about "seller's markets"—how the scarcity of goods has put the supplier in the driver's seat.

Smart manufacturers—and smart retailers too—know it doesn't pay to take advantage of an abnormal situation. While it is true that the demand for Pal Blades is far greater than supply, we're doing our level best to distribute available blades as equable as possible. It is our suggestion that you carefully allocate your supplies of all scarce merchandise—not alone blades—so as to supply as many customers as possible. That's how friends are made—and kept.

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Your Wholesaler*

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(Continued on Page 315)

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News Digest

For a five-week period starting August 9th Dr. I. Q., radio's sensational quiz program sponsored by "Vitamins Plus," will be broadcast from the stage of the Carolina Theater in Greensboro.

Don't forget the 5B men; Baldheaded, Bifocals, Bridgework, Belly and Bunions.

R. G. Ham, a recent U.N.C. graduate and licensed pharmacist from Yanceyville, is now associated with the Asher-McAdams Drug Company, Burlington.

W. J. Smith of Chapel Hill was recently made an honorary member of the Southeast Florida Pharmaceutical Association. A. W. (Bill) Morrison, Secretary of the Association, was formerly (1929) Narcotic Inspector with offices in the Mint Building, Charlotte.

P. J. Suttlemyre, a member of the Executive Committee of the National Association of Retail Druggists, attended a meeting of the group in Chicago recently. Due to transportation difficulties and in compliance with the Government's request for discontinuance of meetings requiring travel wherever possible, the Committee voted unanimously to cancel the 1943 N.A.R.D. meeting previously scheduled for Chicago, September 20-23.

Miss Alice Noble has just returned to Chapel Hill after spending several days in New York. Due to the hot weather, crowded

transportation facilities, etc., she is none too enthusiastic concerning her "vacation trip" this year.

Richard Henry Marston, age 42, died suddenly of a heart attack while on a business trip to Hendersonville Friday morning, July 30.

For the past twenty years Mr. Marston had been associated with the Upjohn Company with headquarters in Charlotte. Prior to this he was in the drug business in Kinston.

At the time of his death Mr. Marston was a member of the Traveling Men's Auxiliary of the N.C.P.A. and took an active part in the affairs of the Charlotte Drug Travelers of which he was a charter member.

Surviving are his wife, the former Hilda Hancock of Scotland Neck; one son, Richard H. Marston, Jr., of the Naval Reserve, stationed at Great Lakes, Illinois; one daughter, Hilda Marston; his mother, Mrs. Richard Marston of Reidsville, three sisters and one brother. Funeral services were held Sunday, August 1, in Scotland Neck.

The Upjohn Company has lost an able representative; North Carolina pharmacy a conscientious and cooperative friend. Both will feel a distinct loss in his passing.

Mr. and Mrs. C. L. Beddingfield of Cary announced the marriage of their daughter, Rebecca Ann, to John Tannery Henley on July 28. Mr. Henley graduated from the U.N.C. School of Pharmacy on July 20.

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

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The following men have been appointed by President R. P. Lyon to direct the Association's activities this year in the various counties in the State.

Alamance, Graham.....W. C. Wrike
 Alexander, Taylorsville....R. B. Campbell
 Alleghany, Sparta.....T. R. Burgiss
 Anson, Wadesboro.....F. G. Fetzner
 Beaufort, Washington...W. D. Welch, Jr.
 Bertie, Windsor.....W. B. Gurley
 Bladen, Elizabethtown.....B. F. Stone
 Brunswick, Southport.....R. M. Willis
 Buncombe, Asheville.....Q. T. Bilbro
 Burke, Glen Alpine.....H. F. Bobbitt
 Cabarrus, Kannapolis.....B. B. Black
 Caldwell, Lenoir.....J. S. O'Daniel
 Carteret, Beaufort.....Jos. Hous
 Caswell, Yanceyville.....T. J. Ham, Jr.
 Catawba, Hickory.....Eulon Shook
 Chatham, Siler City.....F. G. Brooks
 Cherokee, Murphy.....R. S. Parker
 Chowan, Edenton....J. A. Mitchener, Jr.
 Clay, Hayesville.....L. P. Booth
 Cleveland, Shelby.....B. N. Austin
 Columbus, Tabor City.....R. C. Harrelson
 Craven, New Bern.....H. B. Duffy
 Cumberland, Fayetteville...A. S. Lawhorn
 Davidson, Lexington.....U. F. Crissman
 Davie, Mocksville.....W. R. Wilkin
 Duplin, Wallace.....C. M. Miller
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 Onslow, Jacksonville.....G. P. Johnson
 Orange, Carrboro.....P. L. Senter
 Pasquotank, Elizabeth City..F. G. Jacobs
 Person, Roxboro.....W. H. Adair
 Pitt, Bethel.....H. L. Rives
 Polk, Tryon.....F. R. Owen
 Randolph, Asheboro.....E. L. Ray
 Richmond, Hamlet.....G. M. Culbreth
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 Rockingham, Leaksville...N. H. McCollum
 Rowan, Cleveland.....L. R. Burris
 Rutherford, Forest City....J. S. Rudisill
 Sampson, Roseboro.....W. L. West
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 Surry, Pilot Mountain.....O. W. Smith
 Swain, Bryson City.....Kelly Bennett
 Transylvania, Brevard....S. E. Varner, Jr.
 Union, Monroe.....Dolan Jones
 Vance, Henderson.....C. B. White
 Wake, Fuquay Springs.....A. G. Elliott
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 Washington, Plymouth.....L. W. Womble
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Are Sold Through
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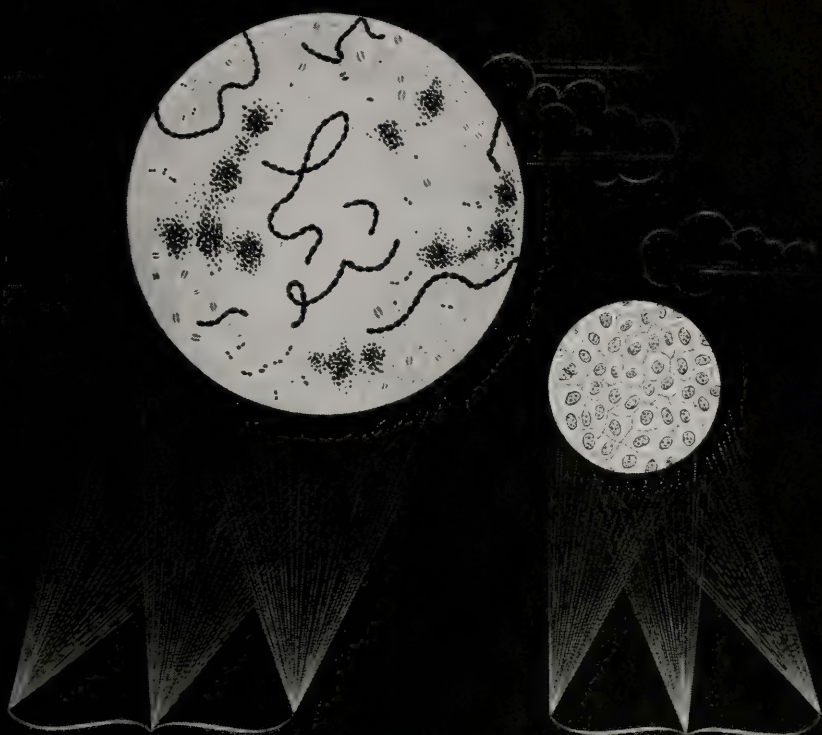
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Pathogenic organisms are the proper targets of an antiseptic, yet many bactericidal preparations destroy tissue as well

• 'S.T. 37' Antiseptic Solution is not only highly bactericidal but clinically non-toxic. This outstanding preparation exerts a soothing local analgesic effect as well.

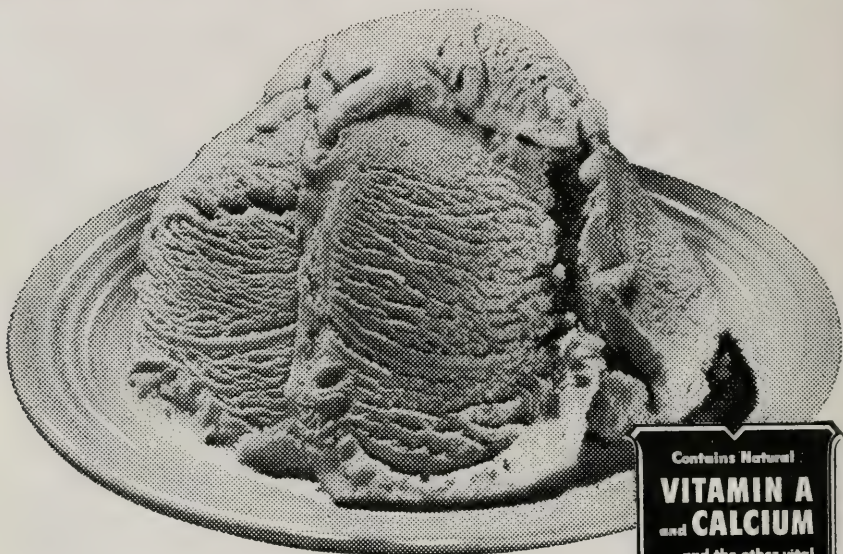
Moreover, low surface tension enables 'S.T. 37' Antiseptic Solution to penetrate minute tissue spaces, thereby extending the field of its action.

These characteristics make 'S.T. 37' Antiseptic Solution partic-

ularly useful in surgical procedures and in treatment or prevention of infection and relief of pain associated with minor cuts, burns, and abrasions.

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'S.T. 37' Antiseptic Solution is odorless, colorless, oil-free, potent in the presence of body fluids—even when diluted several times—and is harmless even if swallowed in full strength. Sharp & Dohme . . . Philadelphia, Pa.

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... and the other vital
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When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
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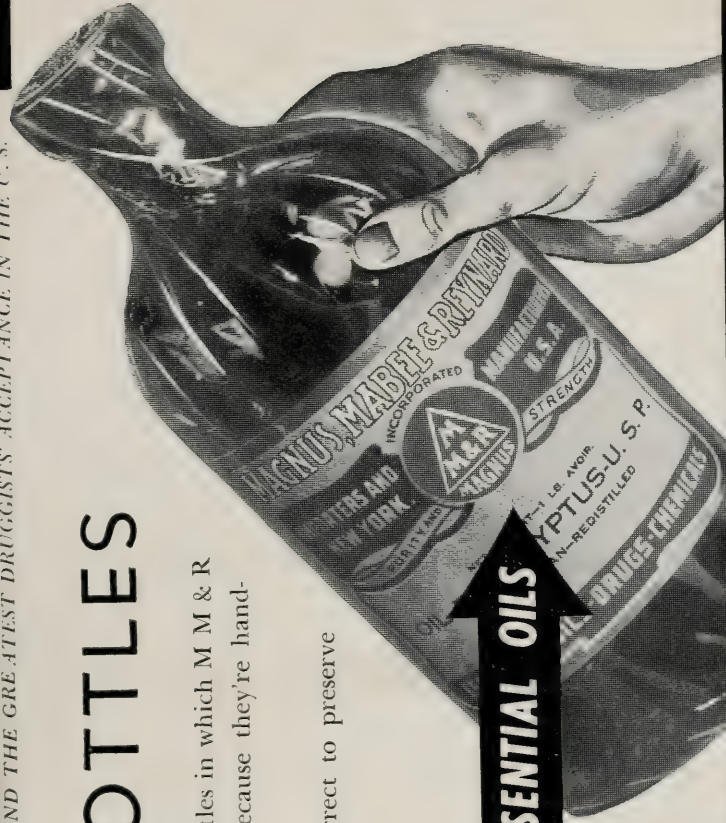
UNIFORM BOTTLES

Druggists like the professionally uniform bottles in which M M & R Essential Oils and Balsams are packaged because they're hand-some enough to be kept out in the open.

The special amber glass is scientifically correct to preserve the *extra quality* of M M & R oils.

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Supplies . . . American Thermos Bottles . . .
Amity Leather Goods . . . Bauer & Black
Surgical Dressings . . . Bourjois Toiletries . . .
Bond Flashlights & Batteries . . . Coty Toilet
Goods . . . Davol Rubber Goods . . . Eaton
Stationery . . . Houbigant Toilet Goods . . .
Johnson & Johnson . . . Eli Lilly & Company
. . . Mallinckrodt Chemicals . . . Max Factor
Toilet Goods . . . Merck Chemicals . . . Old
Spice Toilet Goods . . . Owens Illinois Bottles
. . . Prophylactic Brush Company . . . Purepac
Household Line . . . Schmid, Julius & Son . . .
Squibb, E. R. & Son . . . Weco Products (Dr.
West) . . . Young Rubber Company.

W. H. KING DRUG COMPANY

Wholesale Druggists

RALEIGH, N. C.

"THE HOUSE OF FRIENDLY AND DEPENDABLE SERVICE"

The Carolina

JOURNAL OF PHARMACY

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

BE PROUD OF YOUR
DRUG JOB

*Always a steady job
in good times and bad...
TODAY, it's an even
more important job:
Helping to keep
America healthy*



YOUR JOB IS VITAL FOR VICTORY

September, 1943

Volume XXIV

Number 9

CARBONATED WATER..

A War Casualty?



A TRADITIONAL RESPONSIBILITY

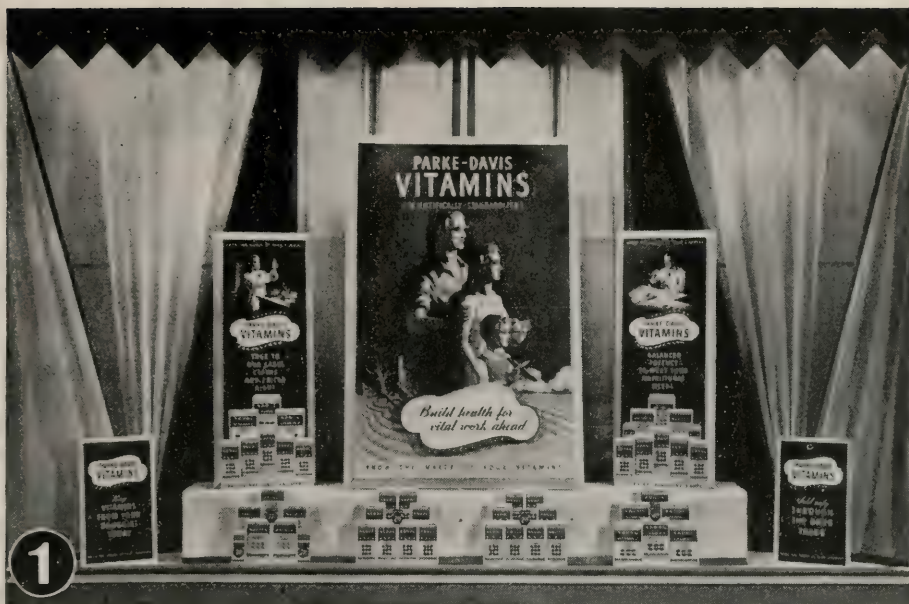
As soon as professional service ceases to be the chief concern of the retail pharmacist he loses his value to his community, and much of the value to himself. True, in these days of rationing and allocation he cannot send a car, or even a boy on a bicycle every time the telephone rings. But he can provide the drugs and medicines essential to public health. With his eye on the market he can keep physicians informed on current

shortages and suggest replacements where necessary. He can advocate preventive measures and promulgate the principles of health and hygiene. Only by the satisfactory performance of his professional duties can the pharmacist of today make his full contribution. His responsibility is rooted in time. It began at the time the first man had his first illness. No calling has a richer heritage. *Eli Lilly and Company, Indianapolis*



Lilly

BUY WAR BONDS AND STAMPS



3 AIDS FOR YOUR VITAMIN VOLUME

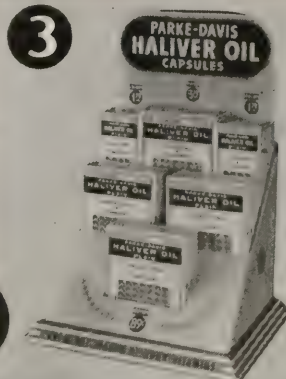
Three new, compelling Point Of Purchase selling helps to increase your vitamin volume are being offered by Parke, Davis & Company.

...A brilliant, full-color window display illustrated above (large centerpiece and eight auxiliary pieces) adaptable for large or small windows and accenting "Build Health for Vital Work Ahead". For stores using panel type window displays a special card, combined with package cutouts, has been designed.

...Two action-compelling counter merchandisers—one featuring Abdol Improved Capsules and the other Haliver Oil Capsules—with retail prices in conspicuous figures.

...Also available is interesting, informative literature in color, supplied with "Take One" boxes to make it easy for customers to help themselves.

Ask the Parke-Davis Salesman who calls at your store how you can get these important Dealer Helps so that your store can show more vitamin volume now and all year round!



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

Selling Your Customers For YOU

Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day

**Nerve Racking
HEADACHE**



**Eases the Pain —
Soothes the Nerves**

The quick-acting ingredients in the "BC" formula ease headaches and gently soothe nerves. Also relieves neu-
pr up
r

RELIEVES HEADACHES



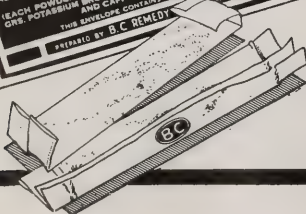
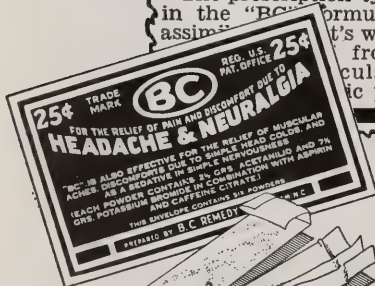
... and soothes Nerves upset by

HEADACHE and NEURALGIA

The prescription-type ingredients in the "BC" formula are readily assimilated.

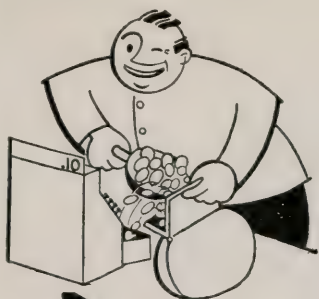
It's why "BC" offers relief from headaches, muscular aches and neuralgic pains.

Nerves ruffled and upset by minor pains are also gently soothed by the quick-acting "BC" ingredients. Keep a 10c or 25c package handy. Use only as directed. Consult a physician when pains persist.



B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA

"Keep it on Hand—To Supply the Demand"



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

**Look into this LIQUID vitamin
and mineral food supplement—**

ZYRONE

ZYRONE isn't just "another vitamin pill." It is a LIQUID food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

THE CHATTANOOGA MEDICINE CO.

Chattanooga

Tennessee



"IT'S FAMOUS

because

IT'S GOOD"

MAKE YOUR STORE THE HEALTH CENTER OF YOUR COMMUNITY

Merchandise drugs, medicines, surgical and health needs.

We have often thought that if we displayed and advertised the drug end of the drug store we would all be better off.

The time has come to give Pharmacy first place.

Pharmacy is a public health profession. Make the most of it now.

You will find Owens & Minor Drug Company a good supplier of health needs.

Owens & Minor Drug Co., Inc.

Richmond, Virginia

Who have been good drug wholesalers for 60 years

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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Single Numbers, 15 Cents

Vol. XXIV

SEPTEMBER, 1943

No. 9

Carbonated Water . . . A War Casualty?

Have you recently attempted to place an order for a tube of carbon dioxide gas? If so, you know that your chances of obtaining this "life blood" for your soda fountain is practically nil, at least for the present.

At the request of various members of the N. C. P. A. we have attempted to locate an available supply of CO₂ gas but thus far our efforts have been without success. Most of the usual wholesale supply sources have been out of the gas for more than a month. One large wholesaler in Eastern North Carolina stated that there was a possibility no more CO₂ gas would be available to soda fountains for the duration.

Tracing this information back into the office of one of the largest producers of CO₂ gas in the country we found that unusually heavy demands by the Army and Navy had drastically reduced the amount of this product available for civilian needs. Although this particular manufacturer had stepped up production of CO₂ gas from three-fourths million pounds to three million pounds per year, they were still unable to supply their regular customers and meet the increased demands of the armed forces. As a result the firm voluntarily decided to limit civilian sales exclusively to bottlers.

Since this particular firm has been supplying most of the wholesale jobbers in North Carolina who, in turn, sell the product to drug stores, soda fountains, etc., the shortsighted policy is creating havoc in the operation of many soda fountains. As a matter of fact, a number of fountains in Durham are already closed due to a shortage of CO₂ gas.

In defense of their policy the firm contends that soda fountains can continue in operation by placing emphasis on milk drinks, fruit ades, etc., but that such is not the case with bottlers who would be forced to suspend operation entirely if deprived of CO₂ gas. Of course, the 135 bottlers in North Carolina have large investments which they desire to protect but so do the more than 4,000 soda fountain operators. By forcing soda fountains to close it appears that the producers of CO₂ gas are desirous of killing the goose that lays the golden egg.

It has been stated that bottlers call for the filled cylinders of gas and return empties within three days. In the case of soda fountains, supplied through an intermediate agent such as a wholesale grocery, the cylinders are out of circulation for as much as three to six months at a time. It is also charged that an abnormally large percentage of "long use" cylinders are returned to the producer in a damaged condition. Since the cylinders are no longer being produced and cost \$18.00 each, this undoubtedly influenced at least one producer to confine all available supplies of CO₂ gas for civilian use to bottlers.

We can see no justice in depriving 4,000 soda fountains of carbon dioxide gas in order that 135 bottlers may continue to do business "as usual." Assuming that there will be an insufficient supply of the gas to meet normal civilian needs in the future, why not allocate whatever amount is available to both bottlers and soda fountain operators on the basis of past purchases? This is certainly not an unfair request to make.

While we are not in possession of all the facts pertaining to this unjustified and dis-

criminatory policy originated by at least one producer of CO₂ gas, on the basis of the information we have on hand we believe someone is trying to pull a fast one at the expense of the soda fountain operators. If the facts are otherwise, we will gladly revise our present analysis of the situation and will publicize it through this JOURNAL.

If the producers of CO₂ gas value the past and future business of the soda fountain operators, let them stand forth. After the war is over there won't be many "Mae West" life belts and rubber rafts to be inflated . . . what then? Some druggists, like elephants, are noted for their remarkable memories!

Comment on "Hours"

"I'd like to report that all drug stores in Black Mountain are now on a Sunday schedule of 1 to 7 P.M. We've been on such a schedule for four weeks, after having finally put through a city law stipulating the Sunday hours. During the four Sundays that this has been in operation dollar and cent receipts have been equal or more than any of the 7:30 A.M. to 10 P.M. Sunday hours that we were keeping before. We haven't lost one red cent in revenue . . . do just as much business as before . . . and we really rest on Sunday."—J. L. COBB, Black Mountain.

"All Asheboro druggists seem very well satisfied with the schedule (8:30 A.M. to 8 P.M.) and adhere to it very closely. Personally, the schedule has worked better than I had anticipated. Although we are not open on Sunday as we were last year, and are open several hours less each day over the same period, our volume of sales has jumped considerably. This fact has proved to me that the profession is entirely responsible for the longer hours. In Asheboro we have found that once customers get adjusted to shorter hours, they arrange to do their shopping earlier as they do groceries and other items.

"The shorter schedule is obviously a great help in solving our personnel problems. Of course, we are forced to work practically all girls but we are able to cover the busy period every day with just one 8 hour shift."—HALLIE C. REAVES, Asheboro.

L. H. Yandle of Matthews, proprietor of the Matthews Drug Company, recently announced new Sunday hours for the business. The store will be closed every other Sunday; the schedule of hours for the "open" days will be 10 A.M. to 6:30 P.M. At the time the new Sunday schedule went into effect, announcement was made that "due to the shortage of paper cups we are no longer able to furnish drinks to be taken out of the store. When we can again obtain them, we will happily resume this service."

Rowland Jones Resigns

Rowland Jones, Jr., has resigned as Washington Representative of the National Association of Retail Druggists to accept a position with Braun & Company, Inc., public relations counsel, in Los Angeles, California. George Frates of San Francisco, Chairman of the N. A. R. D. Executive Committee for the past three years, has been named to succeed him.

While Attorney Jones was head of the N. A. R. D. Washington Bureau he was closely identified with the successful passage of the Tydings-Miller Price Maintenance Act, the Robinson-Patman Anti-Dis-crimination Law, the Pharmacy Corps Bill, Alcohol Differential and others.

Well liked and respected by those with whom he worked in Washington, Mr. Jones will be sorely missed from organized pharmacy. For the past three years we have been in constant touch with him and we know what an excellent job he has done for the retail druggists of this country.

Our best wishes for continued success go to Attorney Jones in his new work.

Help Wanted

By old established wholesale drug house, experienced salesman to work retail trade in Western North Carolina. Permanent, profitable connection for honest, capable man. Apply with references to W. J. Smith, Drawer 151, Chapel Hill, N. C.

Spiritus Frumenti

E. F. Rimmer, prominent Sanford druggist, in a talk before the Student Branch of the N. C. P. A. recently, in relating some of his early experiences with drugs, recalled an incident when he was 7 or 8 years of age.

A medicine vendor with a Punch-and-Judy show came to town and took lodging at Rimmer's home. He graciously allowed the small Rimmer to help him fill the bottles for his nightly sales. This concoction was mixed in a washpot, strained through a pillow case, and bottled. Business got very good due to the solvent used, no doubt, but the vendor was one of those unhappy mortals who cannot stand success. Presumably he decided that what helped his "victims" would be good for him too. So he decided to drink the solvent and sell just the active ingredients. His sales went down with a thump, and the medicine vendor left town hurriedly, leaving board bill, etc.

From his varied experiences, Mr. Rimmer told of some very interesting happenings, including his study of Pharmacy at the University School of Pharmacy, his Army career during World War I, his work at various places, culminating in the opening of his own store.

Dr. E. V. Zoeller, Tarboro, was present at the meeting and said a few words of greeting at the close of Mr. Rimmer's talk.

Bill Taylor, President of the Student Branch, who presided, adjourned the meeting after thanking the speakers.

Drug-Store Profits Reach New Peak in 1942, According to New Lilly Digest

Recent publication of the eleventh annual edition of the Lilly Digest of drug-store operating statements revealed that another peak year was recorded in 1942. Sales and profits reached a new high, according to the study based upon data received from 514 retail pharmacies.

In contrast to 1932, when more than one-third of the pharmacy owners whose operations were analyzed were found to be conducting their stores at a loss, only 4 percent of the stores reporting showed a loss in 1942. Moreover, while not quite one-third

of the stores had an average profit on their sales of more than 5 percent in 1932, the proportion of such stores reached the astonishing figure of 71 percent in 1942. The 1942 Lilly Digest also indicates that prescription revenues are still rising, continuing a trend that has been in evidence since 1939.

Many comparisons in the 1942 Lilly Digest give helpful information on the operation of retail pharmacies. Particularly interesting are the tables presenting usual costs in 1942 in pharmacies, grouped according to sales volume and size of city. A chart listing goal figures is also included, based upon the accomplishments of the most successful stores whose operating statements were analyzed.

A copy of the 1942 Lilly Digest may be secured without charge by writing to Eli Lilly and Company, P.O. Box 618, Indianapolis 6, Indiana.

Last Call for Quinine!!!

During the next few weeks the pharmacists of the country have their last opportunity to send their quinine off to war, for the National Quinine Pool has set October 1 as the deadline for receiving contributions.

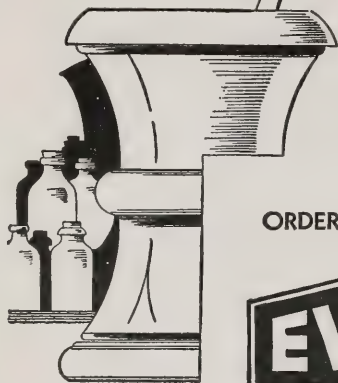
While the pharmacists of North Carolina have contributed most generously, we are asked to search our shelves once again and be sure that no surplus stocks of quinine and other cinchona derivatives were overlooked. Every available grain is needed for our fighting men. Since it is necessary to close the Quinine Pool October 1, all donations must be in at once.

LOOK AGAIN SEARCH AGAIN—
DONATE AGAIN

Relabeled "Marmola" Seized

The Federal Food and Drug Administration recently made two additional seizures of "Marmola," a thyroid-containing reducing product made by the Raladam Company, notwithstanding that an appeal by the company from an adverse decision in the U. S. District Court at Madison, Wis., in the original seizure case, still pending in the U. S. Circuit Court of Appeals in Chicago.

PROTECTED PROFITS • •



For The DRUGGIST

Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

ORDER EVERFRESH FROM YOUR JOBBER

EVERFRESH

CITRATE OF MAGNESIA

The McCAMBRIDGE & McCAMBRIDGE CO.

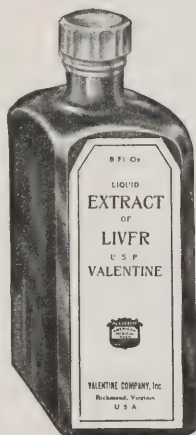
2201 Eagle Street

--

Baltimore, Md.

LIQUID EXTRACT OF LIVER

U. S. P.
VALENTINE



8 ounces net
1 dozen at list
\$21.00

Through whole-
saler

Valentine Company, Inc.
Richmond, Virginia

"ORDER BY MAIL From McCOURTS"

EITHER FOR IMMEDIATE
OR FUTURE DELIVERY

- Labels
— Rolls or Flat
- Boxes
- Physicians Rx Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.

Hospital Pharmacy

By HUNTER L. KELLY

Hospital Pharmacy, being one of the related branches of professional pharmacy, is today becoming one of the most important branches of pharmacy. The duties and opportunities of Hospital Pharmacy are becoming more numerous and complex. The hospital pharmacist works in intimate contact with the hospital administrators, attending physicians, nursing staff, and other closely related persons concerned with public health. Only recently the American Society of Hospital Pharmacists was organized to help guide pharmacy through the changing Post-War World with all its proposed public health schemes.

Without going into detail, let us examine the Hospital Pharmacy of Watts Hospital—which is a 200bed hospital. The Pharmacy was organized in 1934 at which time a registered pharmacist was employed. Prior to that time, the Hospital operated a Drug Room with a nurse in charge. Needless to say, the Hospital received poor pharmaceutical service. The patients were not able to receive the proper medications as rapidly and as efficiently as they should have received them. The costs of drugs were extremely high. The organization and subsequent employing of a graduate, registered pharmacist has resulted in much better service for the patients and for all concerned. Today the Pharmacy is recognized as one of the most important branches in the Hospital. Its importance is realized by the administrative department, nursing department and the other related departments of this modern hospital.

Here a primary duty of the Hospital Pharmacy is to furnish drugs and medications to its patients in the most efficient and economical method possible. Although a formulary is maintained, the attending physicians have the choice of prescribing the various proprietary preparations. Whenever the equivalent of a proprietary product is available as an official product, the Pharmacy urges the physician to prescribe the official product. The Pharmacy keeps a stock of the most widely used drugs and medications on each ward in a locked medicine cabinet. Dispensing, therefore, is standardized to a

certain extent, but there are still many prescriptions which have to be filled by the pharmacist in charge. Next to manufacturing pharmacy, hospital pharmacy offers a chance for the pharmacist to manufacture more than any other branch of pharmacy. Many preparations used in the Hospital are manufactured in the Pharmacy. These include mouth washes, rubbing alcohols, lotions, magmas, cough syrups, ointments and the many other preparations called for in the practice of medicine. Not only are drugs supplied to the patients, but are also furnished to the employees and the Out-Patient Department. Chemicals are purchased and supplied for the preparation of intravenous solutions, which are important in the operation of the Hospital. At the present time, the Pharmacy handles the blood plasma for both the Hospital and civilian defense.

Still another way in which the Pharmacy helps the Hospital is by acting as a source of information for the doctors, internes, nurses, and the other departments of the Hospital. With the discovery of new drugs and the various methods of using them, the Pharmacy has become a library of information. Up-to-date reference books, pamphlets, and literature on the new drugs, such as the sulfa drugs, gramicidin, penicillin, and the vitamins are maintained at all times. Other departments of the Hospital call on the Pharmacy for help in various problems. With all the dyes used in the Hospital, the Laundry Department asks for help in removing dyes and stains from linen.

The Pharmacy handles and controls all of the narcotics and poison drugs used throughout the Hospital. A narcotic cabinet is maintained on all wards and in the emergency rooms. These narcotics are kept under double lock with one nurse responsible at all times. In this way narcotic control as well as hypnotic control becomes a minor problem.

It is easy to see that the Hospital Pharmacy of Watts Hospital is more than a place for the dispensing of drugs. Even with all its other duties, the Pharmacy still remains true to legend which states: "Wherein the Art of the Apothecary Reigns Supreme."

"Back-to-School" Time . . .

A complete check-up of your stock now will assure you of being prepared to supply the demands of your important customers—the school youngsters. Some of the items they will be needing are . . .

Pencils

Pencil Leads

Pencil Tablets

Hand Pencil Sharpeners

Pen Points

Pen Staffs

School Bags

Book Straps

Note Book Binders

Note Book Fillers

Wax Crayons

School Paints

Erasers

Rulers

Art Gum

Compasses

Protractors

Dictionaries

Spelling Pads

Composition Books

Tooth Paste

Tooth Brushes

Lunch Kits—Empty

Mucilage—Paste—Ink

Ask our representative to show you what he has.

* * *

JUSTICE DRUG COMPANY

GREENSBORO, N. C.

North Carolina Service Wholesaler

News Notes from the Home Front

An addition to the Rosemary Drug Company of Roanoke Rapids, is Stroud Brewer, recent graduate of the U. N. C. Pharmacy School. Mr. Brewer is the son of Pharmacist S. O. Brewer, Durham.

Howard S. Fox, Southern Pines, entered the Army August 24. Howard's brother, J. H., entered the Army about a year ago and is now stationed at Brookley Field, Mobile, Alabama.

We are very sorry to hear of the illness of Mrs. J. Floyd Goodrich. She is a patient at Watts Hospital, Durham. Our best wishes for a speedy recovery go to her.

George R. Graves of the B. C. Remedy Company has taken over the Western North Carolina territory that was formerly worked by W. W. Wall until his induction into the Army last year. Mr. and Mrs. Graves are making their home at 1201 Eighth Street, Durham.

L. L. Sloop, pharmacist with the Linn-Edwards Drug Company, Landis, for the past six months, is now associated with the McLarty Drug Company, High Point.

Miss Lula Sledge, Portsmouth, Virginia, a former student at Chapel Hill, visited friends at the University the week-end of August 14. Miss Sledge, a WAVE, is stationed at New River, N. C.

L. S. Saunders, of Wilmington, has sold his Fayetteville drug store to W. M. K. Bender, who has managed the store for the past several years. The name of the firm will be changed to Bender's Drug Store, we understand.

Dean J. G. Beard and Professors Brecht, Burlage, Jacobs of Chapel Hill, are planning to attend the annual meeting of the American Pharmaceutical Association scheduled to be held at Columbus, Ohio, September 9-11. Several members of the N. C. Board of Pharmacy are also planning to attend the meeting.

Morton J. Jablin, New York City, a member of the Navy V-12 Pharmacy Unit of Chapel Hill was visited by his father re-

cently. Mr. Jablin's father manufactures Hope Dental Powder.

Robert Rodman, editor of the Practical Pharmacy Edition of the Journal of the American Pharmaceutical Association, joined the staff of Murray Breese Associates, Inc., specialists in pharmaceutical and food and marketing, on September 1.

The Philadelphia College of Pharmacy recently conferred the "degree" of Semi-Centennialist on John W. Sheppard of Charlotte, PCP graduate, class of 1893.

Charlie Bissette of Greenville has been commissioned a Lieutenant (j.g.) in the Navy . . . he has already reported for service.

John Henley of Cary, who graduated from the U. N. C. Pharmacy School this summer, is now working in Roxboro with the Roxboro Drug Company.

Professor I. Q., Vick's Vitamins Plus quizzer, entertained the members of the Greensboro Drug Club and the Greensboro Druggists' Auxiliary at a special dinner meeting of the two organizations on August 24th. A large crowd included a number of out-of-town druggists and their wives were present for the show.

S. E. Varner, Jr., of Brevard, has been commissioned an ensign in the Navy. Pharmacist C. E. Mitchell of Highlands, will assist Mrs. S. E. Varner, Jr., in the operation of Varner's Drug Store for the duration.

Note from a salesman: "Everybody has plenty of business and is buying like there will be nothing left in thirty days."

The death of a man from alkalosis due to overindulgence in indigestion powders was reported in the May, 1943, issue of the *Pharmaceutical Journal* (Great Britain). The powders which the man was taking contained magnesia and a bismuth compound. With them he was taking rather large doses of aspirin. In order to continue to obtain relief he found it necessary to gradually increase the dose with the result that he finally reached the point where alkalosis was produced.

NEW!

JOHNSON'S BABY POWDER
IN A
WARTIME PACKAGE! ➡



BABY POWDER

* Minimum Retail Prices

	Small	Medium	Large
\$.10	\$.21	\$.39	
Dealer's Cost			
Net.....	.82	1.88	3.50
6 Doz...	.80	1.79	3.33
12 Doz...	.78	1.69	3.15

* Plus Federal Excise Tax



BABY OIL

* Minimum Retail Prices

	10¢ Size	Medium	Large
\$.10	\$.43	\$.89	
Dealer's Cost			
Net.....	.82	3.70	7.65
6 Doz...	.80	3.52	7.27
12 Doz...	.78	3.33	6.89

* Plus Federal Excise Tax

1943's the busiest year for the stork . . . and for JOHNSON'S BABY PRODUCTS!

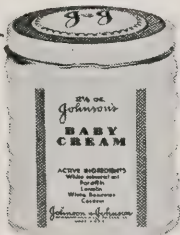
UP, UP, UP goes the birth rate. Up, up, up go sales of Johnson's Baby Products. Especially now it's summer—when the rising thermometer gives Johnson's sales another reason to soar!

New mothers are reading our gay, high-interest magazine advertisements. They're listening to our catch-the-ear Johnson's radio announcements. They're receiving the timely

and instructive consumer educational material on Baby Care. They know that Johnson's Products are what the doctor ordered for tender baby skin!

Display Johnson's pure, fine quality Baby Products in *your* Baby Department!

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.



BABY CREAM

* Minimum Retail Prices

	Jars	Small	Large
\$.10	\$.43		
Dealer's Cost			
Net.....	.82	3.70	
6 Doz...	.80	3.52	
12 Doz...	.78	3.33	

* Plus Federal Excise Tax



COMBINATION BOXES

* Minimum Retail Prices

	De Luxe	Gift	Requisites
\$ 1.75	\$.89	\$.39	
Dealer's Cost			
Net.....	14.60	7.66	3.20
6 Doz...	13.87	7.28	3.04
12 Doz...	13.14	6.90	2.88

* Plus Federal Excise Tax

For Further Details Ask Our Salesman

Bodeker Drug Company

1414-20 E. Main Street

Richmond, Va.

To Help You Sell More Vitamins



For the fall selling season Parke, Davis & Company will offer a new and striking window display and other Point of Purchase advertising helps specially designed to aid druggists in securing increased volume on nine of the Company's Vitamins: Abdol (A-B-D) Vitamin Capsules; Abdol Improved (A-B-D-G) Vitamin Capsules; Abdol with Vitamin C Capsules; Haliver Oil Plain; Haliver Oil Plain Capsules; Haliver Oil with Viosterol; Haliver Oil with Viosterol Capsules; Natola; and Natola Capsules.

The theme on which the new display is based is "Build Health for Vital Work Ahead." The display itself, done in full-color lithography, consists of a large center piece and eight auxiliary pieces, making it

adaptable for large and small windows alike. In addition to the window display, two counter merchandisers—one featuring Abdol Improved Capsules and the other Haliver Oil Capsules, with Fair Trade retail prices in conspicuous figures—will also be available, as well as a "panel" window display card adapted from the large window center piece, and intended particularly for stores which use the panel type of window advertising. Still another sales help is a piece of informative counter literature printed in color, and supplied with "Take One" boxes to make it easy for drug store customers to help themselves. Details of how these new Point of Purchase advertising helps can be secured may be obtained from any Parke-Davis salesman.

4,000 Items for Sale

Selling complete stock of prescription drugs at a real bargain of 50% on the dollar. Over 4,000 items in the lot. Apply any time at the L. and M. Drug Company, Main and Church Streets, Durham, N. C.

WHY IT IS IMPORTANT TO
Stock Up On
SULMEFRIN
Now!



1 Sulmefrin has been found to be very effective in the relief of nasal congestion and the intra-nasal treatment of sinusitis and infections secondary to the common cold. It is widely prescribed and used by the medical profession.

2 Sulmefrin will continue to be extensively advertised in a long list of medical journals and by direct-mail broadsides reaching the entire medical profession.

3 Sulmefrin is being intensively detailed and sampled by the entire staff of Squibb Professional Service representatives.

4 Sulmefrin is an aqueous solution and cannot be shipped safely in freezing weather. Therefore it is important to order an adequate stock now so you will have it on hand to take care of the seasonal demand this coming winter.

SULMEFRIN (Squibb Stabilized Aqueous Solution Sulfathiazole Sodium with Desoxyephedrine Hydrochloride) is available in 1-ounce and 1-pint bottles.

NOTE:

**SQUIBB
 MILK OF MAGNESIA**

is another fast-selling product that should be ordered before the cold weather sets in.

You can't sell or make profits on stock you don't have. See your Squibb representative or Squibb Factor (wholesaler) salesman now for your winter stock of Sulmefrin, Milk of Magnesia, Cod Liver Oil and other important Squibb Products.

E·R·SQUIBB & SONS

Manufacturing Chemists to the Medical Profession since 1858



Mist from the Mountains

By JAMES W. HARRISON, Asheville

Boyd Mullen, Mullen's Pharmacy, is now closing his pharmacy on Sundays. He is of the opinion that business will be in as great a volume during the six days as it has been in the seven day span. "And," he says, "there will be fifty-two days of rest for me each year, almost two whole months of rest and time for fishing, hunting and recreation. So far as I have thought on this problem of long hours this Sunday closing will be not only for the duration but from now on."

M. L. Jones, pharmacist at Hester's Pharmacy for many years, has moved to Tennessee and his position has been filled by Charles Ferree, formerly of Gaffney, S. C., and of late with the Grove Park Pharmacy.

Horace Lutz, Lutz Drug, Hickory, enjoyed 10 days of fishing along the Virginia coast in mid-August.

P. J. Suttlemyre, Hickory, spent some time in Cincinnati on business during August.

Gene Feagin, after a few weeks in an Asheville hospital and several more weeks of convalescence, is now back to duty at his Jackson Building Pharmacy in Hendersonville.

Mrs. F. A. Holt, Long Drug, Brevard, has returned to her home after a few weeks in an Asheville Hospital.

C. C. McMillan, formerly of Charlotte Street Drug and Kenilworth Drug, now practicing in Alabama, enjoyed a few days in Asheville during August. "Mac" thoroughly enjoyed calling on his many friends while in Asheville. He reports excellent business in his home town of Opelika.

Young Druggist: "I was sorry to learn of the passing away of old Doc X."

Old Timer: "Yeah, he was a good druggist."

Y. D.: "Yes he was; but don't you think he sliced the ham too thick?"

Clerk: "Is your husband much of a Club man?"

Druggist's Wife: "Hardly that. He's the withering glance kind."

Sailor: "I want a tablet."

Druggist: "What kind?"

Sailor: "I'll take a white one."

Druggist: "But what do you want it for?"

Sailor: "I want to write a letter."

Our idea of a good salesman is the bird who is there with the order book before the paint is dry in the prescription room and the ink is dry on friend druggist's license.

The good clerk not only sells a dentifrice with a tooth brush but he also has enough faith in his profession to suggest a magazine of continued stories to the customer who has just bought a prescription.

Fountaineer: "I've never seen such dreamy eyes."

Cosmetic Girl: "I've never worked so late before."

Wanted

Registered pharmacist for one month's work in a hospital pharmacy. References must be furnished. For further information write W. J. Smith, Drawer 151, Chapel Hill, N. C.

The American Way

of insuring the property of Retail Druggists against loss by fire is for your benefit.

Your company, owned and operated by Retail Druggists and serving you exclusively with better fire insurance at less cost.

When you have a fire you will need our service. When you place your insurance you will enjoy our saving.

A card will bring full particulars.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

SOME OF OUR STATE AGENTS

E. F. RIMMER
Box 377
Sanford, N. C.

RALPH M. CROSSON
P. O. Box 475
Columbia, S. C.

TABLETS

PHENOBARBITAL

Scientifically Correct Products

TABLETS

VITAMIN B₁

Direct or through your wholesaler.
Inquiries invited on other pharmaceutical products.

L. P. MAYRAND

Manufacturing Chemist
GREENSBORO, N. C.

New T. M. A. Members

Two sales representatives have been added to the list of the Traveling Men's Auxiliary—H. L. Edwards of 821 North Elm Street, Greensboro, representing the Stanback Company and L. C. Lewis of 2600 Forest Drive, Winston-Salem, representing Eli Lilly and Company.

Pharmacist—Author—Artist

Have you read "How to Brew a Custom Built Cup of Coffee" in the August issue of the *American Druggist*? Our friend, J. Louis Cobb of Black Mountain, author of the article, also has several "prescription pointers" in the July issue *Modern Pharmacy*, news organ of Parke, Davis and Company.

We are wondering when J. Louis finds time to do all these things. Besides putting in a full days' work at the Black Mountain Drug Company, he heads the Black Mountain Art Club and does considerable painting and art work on the side. As an example of the latter we refer you to a sample of his art work which appeared in the August issue of the CAROLINA JOURNAL OF PHARMACY, page 299.

Summer Activities of the Pharmacy Senate

By SAMUEL N. BLACK, Reporter

The Pharmacy Senate, student organization at the U. N. C. School of Pharmacy, has continued successfully its fifth year of existence throughout the summer quarter. The first meeting of the summer was held June 22nd with Dr. E. A. Brecht acting as chairman. A history of the Pharmacy Senate members was presented to the Senate by Dr. Brecht. There was a short discussion of the Pharmacy Corps Bill and the effect of this bill on Pharmacy students. It was decided that at the next meeting officers for the new year would be elected.

The second meeting was held June 28 with Miss Thomasine Slayton as chairman. The following officers were elected for the year: President, Herbert Hollowell; Secretary, Thomasine Slayton; Recorder, Rudolph

Hardy; Reporter, Sam Black. New members elected at this meeting were: Ruth Aycock, Travis Hunt, Elsie Hudson, Ruth Patterson, Laurel Williams, Charles Beddingfield, A. G. Elliott, Jr., Bobby Dees, Bill Horn, Gerald Hege, Jack Ranzenhofer, and Hubert Dameron.

The chairman, Joe LaRocca, called the third meeting to order on July 14. After a short business discussion, the program, consisting of speeches by the new members, was heard and enjoyed by all. The application for Alumni membership of Ed Beddingfield was presented to the Senate, and after a short discussion he was made an Alumni member by acclamation.

On July 28 the fourth meeting was called to order by the chairman, Rankin Carruthers. A short business meeting was held in which the application of Aubrey Richardson for Alumni membership was presented to the Senate. A motion was made and passed by acclamation to the effect that he be made an Alumni member. The program, consisting of the speeches of the remaining new members was held and proved to be interesting and educational to all. Three new members were elected at this meeting: Robert Parsons, Evelyn Salter, and Lloyd Riggsbee. With the election of these members the Senate had its full quota of 30 active members.

The fifth and most interesting program of the quarter was held August 11 with Joe Estes as chairman. Dr. Brecht introduced to the Senate his guest for the evening, Dr. Zoeller of Tarboro, President of the State Board of Pharmacy, who made a short talk. The Senate members were very glad to have him as guest and when he returns to Chapel Hill, we hope that he will again visit us. The inaugural speeches of the new members were given and the program was turned over to those in charge of the discussion. Charles Beddingfield talked on "Closed Prescription Departments," and A. G. Elliott, Jr., gave a talk on "Open Prescription Departments." After the talks an open discussion was held, in which almost every member took part. After this, the meeting was adjourned until the first Wednesday after the beginning of Fall Quarter.



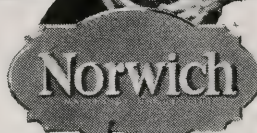
THIS PENNANT POINTS THE WAY!

The relief of stomach distress is a definite contribution to *War Time Health*.

RECOMMEND PEPTO-BISMOL. Not an antacid. Not a laxative. Soothing PEPTO-BISMOL is different. It helps to calm and quiet stomach upset. Doesn't *add* to the upset! *Sell it by the bottle—and by the dose—at your fountain.*

THE NORWICH PHARMACAL COMPANY, NORWICH, NEW YORK

* Reg. U. S. Pat. Off.



Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Marriages

Mr. and Mrs. E. F. Rimmer of Sanford, announce the marriage of their daughter, Anna Frances, to Corporal Robert Lathan Youngblood of Charlotte and Pine Camp, N. Y.

The wedding was solemnized August 7, 1943, at the home of the bride's aunt, Miss Lois Bell, in Charlotte. Relatives of the bridal couple and intimate friends attended.

Before entering the Army, Corporal Youngblood was employed by Thomas and Howard of Charlotte. At present he is stationed at Pine Camp, N. Y. Mrs. Youngblood is a fourth-year student at the University of North Carolina School of Pharmacy. She is President of Kappa Epsilon Sorority and Secretary of the Student Branch of the North Carolina Pharmaceutical Association. Both Mr. and Mrs. Rimmer, parents of the bride, are registered pharmacists and operate a store at Sanford.

A wedding of August 10 which is of interest to members of our Association is that of Miss Emily Bryan Squires, niece of Mr. and Mrs. Jesse Bryan Ross of Washington, N. C. to Joseph Peyton Tunstall, also of Washington, N. C. Mr. Tunstall is a graduate of the Pharmacy School at Chapel Hill with the class of 1939.

Deaths

Harvey E. Cline, age 50, Greensboro pharmacist died suddenly in that city on Sunday, August 15, from a heart attack.

Mr. Cline was a native of Cabarrus County. He attended Catawba College and the University of Maryland, graduating from that institution in 1913. In 1919 he purchased a drug store long operated by the late Howard Gardner and had been in the drug business in Greensboro since that time.

He is survived by his wife; three sons and one sister, Mrs. Ernest L. Hicks of Concord.

Phipps & Bird, Inc., of Richmond, Virginia announce with deep sorrow the death of their Vice-President, Mr. William Clift, Sr., on Wednesday, July 28, 1943.

Archer Lee Pearce, 52, former operator of the People's Cut Rate Drug Store, Durham, died Wednesday, August 18, after an illness

of several years. He had been associated with various drug concerns in Durham for the past 18 years. Funeral services were held in Durham with interment in Maplewood Cemetery.

Pharmacist Wanted

At press time the following jobs were open for registered pharmacists. For further information write directly to the owner:

1. Merrimon Avenue Pharmacy, Asheville. L. C. Murrow.
2. Black's Drug Store, Kannapolis. B. B. Black.
3. Madison Drug Company, Madison. J. R. Hughes (lady pharmacist preferred).
4. H. & W. Drug Company, Newton. Ed. Haupt.
5. Toms Drug Company, Wilmington. E. R. Toms.
6. Linn-Edwards Drug Co., Landis. Dr. O. R. Black.
7. W. A. Hayes Drug Store, Hillsboro. Mrs. Sue Hayes.

For Sale

Three cash registers and eighty feet of wall fixtures; also complete prescription department. Will sell separately or as a whole. If interested, write W. J. Smith, Drawer 151, Chapel Hill, N. C.

For Sale

Well-established drug store in Western North Carolina, to settle estate of deceased owner. Stock approximately \$10,000; fixtures, \$8,000. Building can be leased or bought from present owner. This business has made money every year since it was established. For further information write W. J. Smith, Drawer 151, Chapel Hill, N. C.

"It is my belief that no prescription store should be allowed to operate without the latest editions of the United States Pharmacopoeia and the National Formulary."—H. S. Overman, Elizabeth City.

THESE SURVEYS Show Why *Every* Druggist Should ~~PUSH~~

Alka-Seltzer and **ONE** **DAY** Vitamins

REG. U.S. PAT. OFF.

SURVEY No. 1

8,883 Men and Women were asked "Do You Use Alka-Seltzer?" 58 out of 100 said "Yes!"

58 adult customers out of 100! That's popularity in *any* drug store! Can you think of any better reason why you should push Alka-Seltzer? Can you afford *NOT* to get behind one of the fastest moving items in drug stores all over the country?

Alka-Seltzer gathers no dust on your shelves. *It moves.* Our 4 big year 'round coast-to-coast radio programs, our street car, bus displays and magazine advertising is your assurance of that. You make a big profit on every sale and you make many sales. Alka-Seltzer repeats time and time again. So push Alka-Seltzer—in your windows, over the counter and at your fountain. Use your Alka-Seltzer display material. Get the most out of Alka-Seltzer's tremendous popularity.

This independent survey was conducted by an impartial Research Organization. 8,883 adults, both men and women, in 10 principal cities were asked: "Do you use Alka-Seltzer?" An average of 58 out of 100 said "Yes!"

SURVEY No. 2

Impartial Independent Survey Proves ONE-A-DAY (brand) is THE Brand for YOU to Push this Year

Sell 'em and keep 'em sold. That's the way to more sales and bigger profits in your Vitamin Department. And how easy it is to do this with ONE-A-DAY Brand! The Tremendous Radio Advertising behind ONE-A-DAY Vitamins sells your customers—keeps 'em coming in all year 'round. That is why ONE-A-DAY (brand) is THE brand for you to push this year.

ONE-A-DAY Vitamin Tablets are a good product. They are priced right. They are known and accepted from Coast to Coast. Your profit is good. So get all your customers started using ONE-A-DAY. That's the BIG idea. Push that FIRST sale. Enjoy the many profits that follow from repeat sales. Call or see your Wholesaler today!

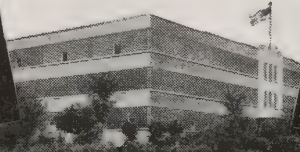
An impartial independent survey shows that 45 out of 100 declared Vitamin users take ONE-A-DAY (brand). And of this huge buying group, 77% say they take ONE-A-DAY, day in and day out, *every* day.

An Average of
58%
MEN and WOMEN
QUESTIONED
Take
Alka-Seltzer

If your Alka-Seltzer Display Material is soiled and faded write to us for replacements. Move your Alka-Seltzer Dispenser up front. Don't keep it on the back bar. Encourage fountain customers to take a package home. Make two sales instead of one.

One-A-Day is the trade mark of Miles Laboratories, reg. U. S. Pat. Off.

77
OUT OF 100 OF
THOSE WHO TAKE
ONE-A-DAY
BRAND
VITAMIN TABLETS
TAKE THEM
EVERY DAY



MILES LABORATORIES, INCORPORATED, Elkhart, Indiana

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Mr. Johnnie Bennick (Scott Drug Co.), Mr. Joe Monroe (Carolina Cut Rate Drugs), Mr. and Mrs. P. C. Day (Jergens Company) all attended the Shrine Convention held in Asheville recently. Mrs. Day went on from Asheville to Dayton, Tennessee to spend a couple of weeks with her mother. Mr. and Mrs. T. C. Yearwood also attended the convention. Mr. Yearwood who is manager of Walgreen Company, was a candidate for the shrine and he passed with flying colors.

Staff Sergeant John Charles Lisk of Fort Bragg arrived home Wednesday, August 18 to spend a furlough with his parents, Mr. and Mrs. D. Clyde Lisk. Mr. Lisk operates Lisk Pharmacies No. 1 and No. 2. Their other son, Pfc. Richard P. Lisk, also of Fort Bragg, will visit them this week-end. We know the Lisks are mighty proud of these two soldiers.

Mrs. J. G. Dawson and son spent the week in Asheville, while Mr. Dawson secured some orders around there for his firm, Table Rock Laboratories, Greenville, S. C. Their daughter was also there attending a girls' camp.

Mr. and Mrs. Doc McElveen (Nyal Company) returned to Charlotte last week after spending two weeks in Cincinnati, Ohio. They came back via Asheville where they spent a few days and enjoyed the coolness of the Smoky Mountains. Too bad they couldn't have brought some of that cool air back to Charlotte.

James Boyce Hunter, Jr., of the Candidates class U. S. M. C. R. reported for active duty on August 12 at the Marine Base at Parris Island, S. C. After his basic training there, he will be sent to Quantico, Va. for further training. He has been in the Marine service since March, 1942. Mr. Boyce Hunter, his father, is associated with Myers Park Pharmacy.

Mr. and Mrs. W. R. Dixon (Bauer & Black Co.) left Charlotte a few days ago for Atlanta, Georgia for his vacation. Mr. Dixon deserves this vacation since he re-

ports it is the first he has taken in 14 years.

Mr. and Mrs. Gene Saunders (Ray-O-Vac) were delighted to entertain their son-in-law, Corporal Alfred W. Marino, Jr., from March Field, California, who had a fifteen-day furlough.

Mr. and Mrs. Pierce Summers (Dixie-Vortex Company) and son left for two weeks' vacation at Indianapolis, Ind. and Detroit, Mich.

A. B. Morgan and family of A. B. Morgan Fixture Company, spent a months vacation at Myrtle Beach.

Mr. R. P. Lyon (Myers Park Pharmacy) received a V-letter from his son who is somewhere in the South Pacific. He has been overseas for some eight or nine months.

Charlotte Drug Travelers Meeting

The Charlotte Drug Travelers held their monthly meeting at Thacker's Restaurant, Saturday, August 7 at 1:15 p.m. Mr. J. G. Barnette presided.

Before any business was opened, Mr. Barnette asked all members to stand for one minute with bowed heads in respect to the late Henry R. Marston (Upjohn Company) who died suddenly July 31st. Mr. Marston is the first club member who has passed away since the club was organized in 1940. He was an active member and served on many committees at different times, and was always a booster for the Charlotte Drug Travelers Club. His absence will be sorely felt, as he was well liked and respected by all members.

Mr. Johnnie Bennick introduced the speaker of the day, Mr. Roy A. Palmer, Lighting Engineer, Duke Power Company, Charlotte. Mr. Palmer gave an interesting talk on Business Conditions of the War. He touched on developments in new fields, such as plastics, glass, etc. It was his opinion that competition in all lines would be very keen after the war; that every line of business and industry would be striving to get

(Continued on Page 343)

CAPUDINE

BONUS DEAL

TO RETAIL TRADE

THROUGH ACCEPTED WHOLESALERS

\$8.00 ANY **5%** CASH BONUS
ASSORTMENT

In Addition to Wholesaler's Discount

Cash Bonus will be sent direct upon Receipt of
Wholesaler's Invoice showing Purchase

P.S.—You net 481% Profit when dispensed over the fountain from the one pint size. Include on your order. Write for Free Dose Measure Glass, Counter Cards, Dummy Cartons.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA

their share of the consumer's dollar, and that salesmen should be alert now to improve themselves and adjust themselves to take advantage of every opportunity after the war. Mr. Palmer's talk was well received by the club.

It was suggested by Mr. Marshall Smith (Mennen Company) that the club get together a list of the members who have gone into the armed services and write each of them a letter giving the latest news from the club. The suggestion received unanimous approval.

Other business of the club was transacted. Reports of C. H. Smith (Drug Package Company), Secretary, and other committees were heard. Thirty members attended, which is a good number considering the hot weather.

Patricia Ann Lawrence, daughter of Mr. and Mrs. G. V. Lawrence is entering the School of Pharmacy at Chapel Hill in September. She has just finished a year of pre-med at Queens College at Charlotte. Mr. Lawrence operates the Elizabeth Drug Company, so when Patricia finishes at Chapel Hill, he knows where he'll be able to find a good registered pharmacist.

We were sorry to hear that it was necessary for Mr. and Mrs. Louis Holmes, Park Place Pharmacy, to cut short their sojourn at Blowing Rock to return to Charlotte in order for Mr. Holmes to reenter Mercy Hospital. We hope he makes a speedy recovery and is soon able to be back with us.

The farmer's wife was famous for miles around for her sharp tongue, but one day she had to stop nagging. A farm horse kicked her so badly that she had to go to a hospital.

During her absence there was a ceaseless stream of callers at the farm.

The farmer was touched.

"It's very nice of the neighbors, especially the men, to call and ask after the missus," he remarked to the maid-of-all-work.

"Aye, sir," replied the girl, "but most of them want to know if you'll sell the horse."

In a recent primary election, a young colored girl asked for a ballot.

"What party do you affiliate with?" asked the clerk.

"What's dat?"

"What party do you affiliate with?"

"Does I have to answer dat?"

"You do if you want a ballot."

"Den I don't want no ballot. De very idea! Why, de party I affiliates with ain't even divo'ced yet."

Sign displayed in the window of a closed drug store: "I am closing this place. The following services that I have been putting out free may be had at the following places:

Ice Water—At the fountain across the street.

General Information—From the cop on the beat.

Postage Stamps—From the Post Office.

Charity—From the County Trustees.

Change—At any bank.

Petty Loans—At pawnbrokers.

Rest Rooms—At home.

Daily Papers—From the newsboys.

Matches—From passers-by.

Loafing—Anywhere on the sidewalk.

Medical Services—From any doctor."

We Can Supply . . .

United States
Pharmacopoeia

XII Edition

\$7.50

Plus 25c postage and packing charge



National Formulary

Seventh Edition

\$6.00

Plus 25c postage and packing charge



Send remittance with order

Carolina Journal of Pharmacy
Chapel Hill, N. C.

Timely Tips



**PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
BOXES
& LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL
C. H. SMITH
Representative

Phone 3-5208 Charlotte, N. C.

Box 1001

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

The Seeman Printery, Inc.

Where Good Printing is a Habit

WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS

Printers in Durham, N. C., Since 1885

Did You Hear About the Little Moron Who—

Went to the football game because he thought a quarter-back was a refund.

Thought "no kidding" meant birth control.

Put his old man in the ice box so he could have "cold pop."

Saluted the ice box because the label said "General Electric."

Slept on the chandelier because he was a light sleeper.

Ate dynamite so his hair would grow in bangs.

Looked in all the history books trying to find General Delivery.

Sat down and cried because her husband had gone out to shoot craps, and she didn't know how to cook them.

Stayed up all night studying for his blood test.

Carried his cream and sugar with him to the show because he heard that they were having a serial.

Punched his girl's eye out so he could have a blind date.

Hung his head out of the window so the wind would blow his nose.

Took his knee cap off to see if there was any beer in that joint.

Drank a bottle of mercurochrome so his dreams would be in technicolor.

Took a dose of buckshot so he could pass the ammunition.

Sat down on a lumber pile looking for the Board of Education.

Put his trousers on backward so he could be a Rear Admiral.

Put coal in his bed so he could keep warm.

Put the alarm clock under his pillow so he could sleep overtime.

Cut a hole in the rug, so he could see a floor show.

Covered up the hole because he didn't want to see the whole show.

Wanted a divorce because he came home and found his wife in bed with laryngitis.

Was running behind a street car and when asked why, said, "To save 5 cents." The second moron said, "Why don't you run behind a taxi and save 35 cents?"—*The Apothecary.*

Has this question been on **YOUR** mind too?



"If you haven't enough merchandise to meet demand, why advertise?"

That's a perfectly sensible question. Here's why.

- While we can't supply *total* demand, we do have blades to sell—and you're getting your share. We want your customers to know you have Pal Blades, and that they're the same high quality blades that earned their nation-wide reputation.
- And we're looking beyond today—to post-war times, when we can make all the blades we want. We want men to know Pal then, for the perfect blade it is, and the perfect shave it gives. That all adds up to present and future Pal sales and profits for you.

Order Through
Your Wholesaler

PAL

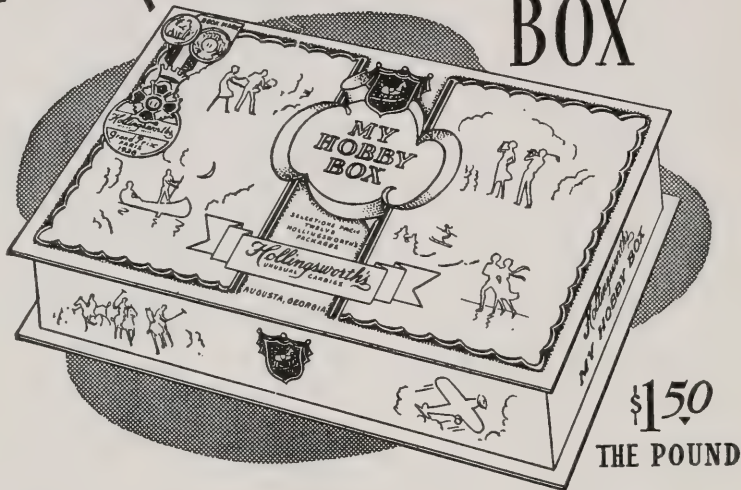
hollow-ground
RAZOR BLADES

Pal Blade Co.

595 Madison Ave.

New York, N. Y.

We Recommend.. MY HOBBY BOX



For Those Who Love Fine Things

Opening "My Hobby Box" is a thrill to anyone. It contains selections from 12 Hollingsworth's packages . . . has received foreign awards for excellence of Product in Paris, Liege and Nice . . . That's why we recommend "My Hobby Box."

Hollingsworth's
UNUSUAL CANDIES



Dr. Zoeller

When the Board of Pharmacy met early in August, Dr. E. V. Zoeller, of Tarboro, President of the Board, was, as usual, present and ready to tackle the knotty problems which always confront the Board. However, on this occasion, instead of returning home immediately after the session, he decided to stay in Chapel Hill a few days so that he would have time to visit with his many friends there.

While in Chapel Hill he attended the meeting of the Pharmacy Senate of the University School of Pharmacy. Of course his reputation for collecting books dealing with his profession was well known. During the Senate meeting, he was asked which book in his library he judged the most important. Without hesitation Dr. Zoeller answered, "The Bible, of course."

Dr. Zoeller also attended a meeting of the Student Branch of the N. C. P. A. and was called on for a few remarks on this occasion.

Dr. Zoeller has always been a loyal friend to Pharmacy and we look forward to his return visits to Chapel Hill with a great deal of pleasure.

A Sultan at odds with his harem
Thought of a way he could scare 'em;
He caught him a mouse
Set it loose in the house
And started the first harem-scarem.

"Mother, papa wouldn't murder anybody, would he?"

"Certainly not, my child! What makes you ask that?"

"Well, I just heard him down the cellar saying, 'Let's kill these other two, George.'"

Rastus: "Listen, woman! Didn't ah see yo' kissin' a no 'count piece o' trash las' night?"

Liza: "Gwan, Rastus, it was so dark ah though' it was yo'."

Rastus: "Come to think of it, mabbe 'twas—what time was dat?"

News Briefs

W. F. Welborn, Jr., son of pharmacist W. F. Welborn of Lexington, has been commissioned a second lieutenant in the Army Air Corps. At the present time he is stationed at Greenville, S. C. in the photographic laboratories.

As still another step in a series of expansion moves, Magnus, Mabee & Reynard, Inc., prominent Essential Oil, Flavor and Perfume Oil House, has established a separate Wholesale Drug Sales Division under the supervision of Charles R. Meyers, who resigned as assistant sales manager of the William S. Merrill Company before assuming his new post with MM & R.

Owens and Minor Drug Company and Bodeker Drug Company, wholesale druggists of Richmond, are now publishing monthly bulletins for their employees and boys in service. Both publications are newsy and chock-full of trade gossip.

There are thirty-eight members of the American Pharmaceutical Association residing in North Carolina at the present time . . . the number should be at least a hundred. Are you a member of this worthy organization? If not, why not join today? You'll find the annual dues—\$5.00—to be one of the best investments you ever made.

Our Cover

We are indebted to the National Wholesale Druggists' Association for our cover page illustration this month. "Be Proud of Your Drug Job" is one of a series of four posters now being supplied wholesale druggists by the N. W. D. A.

Prescription Balances Repaired

Speedily Accurately Economically
Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

915C E. Cary Street

Richmond, Va.

Wartime Nutrition



When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

ONE IN A SERIES OF "FACTS BEHIND THE GREATEST DRUGGISTS' ACCEPTANCE IN THE U. S."

FIRST PREFERENCE

By an *overwhelming* majority, druggists recently indicated their preference for M M & R Packaged Essential Oils, Balsams and kindred products. This national survey again shows a *continued* swing to M M & R.

Your wholesaler has M M & R Essential Oils and Balsams in uniform amber bottles with the convenient dispensing pour lip and easy to open flange cork.

THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler



MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

16 DESBROSSES ST.



AROMATIC CHEMICALS, ETC...SINCE 1895

NEW YORK, N. Y.

Miss Alice Noble
214 Hillsboro St.
Chapel Hill, N. C.

Purepac

*A complete line of quality
health aids for the
independent
druggist!*

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Ask our Salesman about
**THE SPECIAL FALL AND WINTER
FREE GOOD DEALS**

• •

W. H. KING DRUG COMPANY

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"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.



Sgt. SARAH GRANTHAM, daughter of Pharmacist and Mrs. L. I. Grantham, St. Pauls.

October, 1943

XXIV

Number 10

Wartime Health Week • Queen City News • Fall
Exams Cancelled • A Tale for Reflection • Mist
From the Mountains • Antitrust Action Against
Drug Trade • Dear Mr. Editor • Carolina Camera



When the final chapter in the history of World War II is written . . . the men and women on the home front will come in for a full share of credit. No contribution will be more glorious than that of the retail druggist, who has worked harder and longer than ever before, helping the doctor maintain that civilian health so necessary to full-time production of war materials and supplies.

Your Lilly man isn't doing as much for you as he would like. He can't get quinine for you. Some of the vitamins are scarce from time to time. Certain sulfa drugs occasionally drop from the market for a few days. Elixirs are difficult because of the shortage of glycerin. Some of the things you formerly bought in gallons are now available only in pints.

But he, like you, is doing the best he can. And you can depend most implicitly on one thing—he isn't playing any favorites. He will give you a break whenever he can. And what is more, he continues to work with your physicians in anticipation of better times to come. In war or peace your Lilly man works for you, never against you. That is the Lilly Policy. ELI LILLY AND COMPANY, Indianapolis 6, Indiana.



J. W. Ross, the senior Lilly medical service representative in Miami, Florida, joined the organization in 1923. Illness forced a short leave of absence in 1925, but since that time Mr. Ross has been on the job constantly, calling on the physicians and pharmacists of Miami, many of whom he numbers among his personal friends.

WE PAY HIM BUT HE WORKS FOR YOU

Lilly



With Phemerol Topical **EVERYTHING'S AUTOMATIC**

Consistent repeat sales make profits automatic with well-displayed Phemerol* Topical 3%, the Parke-Davis germicide for home and first aid use that's got everything the pharmacist wants—

★ **Better-than-usual profit on each sale.**

★ **Equal in germicidal activity to that of strong tincture of iodine.**

★ **Easy to apply.**

★ **Coloring washes off easily.**

★ **Gentle to injured tissue.**

Antiseptic Power

**WITHOUT
STING**



*Phemerol
Topical
3%*



Every customer is a logical prospect for more than one package of Phemerol Topical with the unique dropper applicator. It's useful in the home, the traveling bag, first aid set and Boy Scout kit.

Test after test . . . practical experience in physicians' offices and in hospitals and homes . . . have proved Phemerol Topical today's most outstanding germicide.

Ask your Parke-Davis representative to explain the Phemerol Topical sales plan to you.

*Trade-mark Reg. U. S. Pat. Off.



PARKE, DAVIS & COMPANY

DETROIT, MICHIGAN

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Wartime Nutrition



When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

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Timely Tips



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YOUR DESIGN
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MEDICINE CABINET
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BOXES
& LABELS**

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ST. LOUIS, MO.
FINE DRUG

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Druggists' Sundries & Fancy Goods

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Our experience of over 70 years

insures our ability to serve you

satisfactorily


The Seeman Printery, Inc.

Where Good Printing is a Habit

WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS

Printers in Durham, N. C., Since 1885

Owens & Minor Drug Co., Inc.



Will co-operate with Drug Topics in WARTIME HEALTH WEEK to be observed from October 1st to 11th. We believe now is the time to make all drug stores health centers.

Let's all work together so that Pharmacy can take its proper place in promoting the health of the civilian population that they may better protect the home front.

We repeat what we said last month. Pharmacy is a public health profession. Make the most of it now. You will find Owens & Minor Drug Co., Inc. good suppliers of health needs.

OWENS & MINOR DRUG CO.

Incorporated

Richmond, Virginia

"Who have been good drug wholesalers since 1882"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

Entered as second-class matter July 5, 1922, at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879

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Vol. XXIV

OCTOBER, 1943

No. 10

Tomorrow Is a Long Way Off

Recent reports in the press indicate that our supplies of tin have about reached the vanishing point, all of which serves to point up the fact that there is a desperate need for the tin now lying idle in your store in the form of empty tubes.

Although the wholesale druggists of the State have done a very commendable job in picking up boxes of the "empties," there still is much work to be done in this respect. From a preliminary check which we made a short time ago, we know that many druggists have neglected to ship the empty tubes to the Tin Salvage Institute. With the help situation so difficult, this failure to properly handle the tubes is understandable, but remember: the empty tubes you have been planning to ship "tomorrow" will never help to win battles. With the enemy throwing everything at our boys, "tomorrow" seems a long way off.

In a recent letter to the Association, one pharmacist commented: "In some of the stores where I worked it appeared that not a single shipment of tubes had been made since inception of the program. In one case I found a large box of the 'empties' which had been thrown back and lost under an accumulation of trash. If I were operating a store I would certainly be patriotic enough to send the tubes where they are most needed."

If you have been shipping the empty tubes as they accumulate, then you have done your part. But if this matter has been put off from day to day, let's make a special effort to start the tubes on their way to the front . . . NOW.

In the event you have misplaced the address of the Institute, we'll repeat: The Tin Salvage Institute, 411 Wilson Avenue, Newark, New Jersey.

Half-Trained Individuals

Pharmacy forged another link in its chain of progress when representatives from more than 55 colleges of pharmacy voted unanimously to oppose the setting up of a 24-months pharmacy course. The action was taken during the recent meeting of the American Pharmaceutical Association in Columbus, Ohio.

We may be short of manpower right now, but the need is not nearly so acute as to justify the licensing of half-trained individuals. Pharmacy doesn't need *more* pharmacists; pharmacy needs better-trained pharmacists who are not only capable of doing an efficient job in the prescription room but who are equally at home in the church, the school, or the community building.

It is reassuring to learn that the educators charged with the responsibility of training our future pharmacists are motivated by something higher than the dollar sign. It spells continued improvement for our profession in the postwar day ahead. To which we fervently reply, "Thank God!"

Relief Ahead

As previously reported to the membership of the N.C.P.A., the recent shortage of carbon dioxide gas in this State, particularly in the eastern area, appears to be under control.

One of the larger producers is said to have rushed in a supply of the gas from another area to take care of the increased demands for its product from soda fountain operators in this State. This, together with several shipments of CO₂ gas from Norfolk, has helped to alleviate a situation which, for a time, threatened to force the closing of a number of fountains.

As has been the case in the past, the N.C.P.A. took immediate steps to correct the situation once the facts were established. The successful conclusion of this matter is another verification of the need for and value of organized pharmacy.

Future Pharmacists

Despite loss of a considerable number of its students to the armed forces, the U. N. C. School of Pharmacy opened its fall session on September 20th with 96 students enrolled in the four classes. A year ago the student body registration stood at 130 but before the year's work was completed this figure was down to 108.

Thirty of the 96 students indicated above are in the entering or first-year class. This, it is believed, will prove to be one of the largest first-year pharmacy classes in the South, if not in the entire country.

The percentage of women in the first-year class is possibly the highest in the history of the Pharmacy School. Slightly more than 50% of the class—16 members to be exact—are women.

Eleven of the students—approximately one-third of the class—are either sons or daughters of pharmacists. Incidentally, this same ratio holds true for the entire School, 30 of the 96 students being sons or daughters of pharmacists. If we were to qualify our statement by adding "or individuals closely associated with the drug business," the percentage would be well above 50%.

Following is a list of the first-year class. An asterisk preceding a name indicates the student to be a son or daughter of a pharmacist:

Emily H. Aliton, Port Jervis, N. Y.; J. H. Boyles, Cherryville; F. M. Burnette,

Black Mountain; A. R. Cannon, Ayden; Emily Ann Feld, Memphis, Tenn.; Roy T. Fisher, Roxboro.

Mariem O. Garr, Robersonville; L. L. Gordon, Rutherfordton; *R. B. Hall, Mocksville; Bettie C. Hanna, Hickory; T. R. Harris, Cliffside; Norma Iris Hearn, Carrboro; R. E. Heath, Newport.

*Florence B. Hoffman, High Point; *Eleanor Pearl Holden, Bunnell, Florida; *Mollie Moseley Hood, Dunn; *Henry Ruffin Horne, Fayetteville; *E. D. Hoyle, Cooleemee; Ola Fays Jackson, Sanford.

*Sarah Wells Kibler, Morganton; Patricia Ann Lawrence, Charlotte; Dorothy Jean Lyerly, Lowell; Lila June Norris, Boone; Mary Rose Pruitt, Oxford; McDewey Sigmon, Conover; *Rosalie E. Stonebraker, Cleveland Heights, Ohio.

*J. D. Summerlin, Laurinburg; J. G. Taylor, Gumberry; *E. Harvie Ward, Tarboro; *H. C. Warren, Garland.

"The Granthams"

"The Granthams" of St. Pauls and Red Springs are certainly doing their part in the present World Conflict. Four members of the two families are now in service.

The first to go into service was Reid Grantham, son of Hiram Grantham, Red Springs. He is now a Technical Sergeant, stationed at the 94th Evacuation Hospital, Shreveport, La.

A short time after Reid entered service, his sister, Emma Brown Grantham, reported for officers training at Fort Des Moines, Iowa. After being commissioned as a Lieutenant, she was transferred to Camp Croft, South Carolina, where she is located at the present.

Hiram Grantham, Jr. entered service in August, and is now receiving his basic training at Keesler Field, Mississippi.

Sgt. Sarah Grantham (see cover page), daughter of Mr. and Mrs. L. I. Grantham, St. Pauls, is a member of the WACS. She is stationed at Camp Atterbury, Indiana.

A.Ph.A. Membership on Increase

Seventeen outstanding North Carolina pharmacists recently accepted a special invitation to become members of the American Pharmaceutical Association. The list of new affiliates is as follows:

Earl H. Tate of Lenoir; Octavus Griffin of Roanoke Rapids; O. R. Black of Bessemer City; E. C. Daniel of Zebulon; Paul H. Thompson of Fairmont; Rowe Campbell of Taylorsville; Dean Tainter of Marion and J. P. Gamble of Monroe.

D. L. Boone of Durham; A. Hal Cornwell of Lineolnton; W. R. McDonald, Jr., of Hickory; N. O. McDowell of Scotland Neck; A. V. Baucom of Apex; Jesse M. Pike of Concord; T. J. Ham, Jr. of Yanceyville; Thomas R. Hood of Dunn and F. Herman Cline of Charlotte.

In addition to the above pharmacists, Jack A. Creech of Salemburg, now with the Army in North Africa, joined the A.Ph.A. as well as the N. C. P. A.

Triplets

A prominent N. C. pharmacist, who has been doing relief work for the past several years, writes: "I have had so many offers of employment this summer that the only way I know to solve the problem is to turn myself into 'triplets.'" Maybe his solution is not such a practical one but it is interesting nevertheless.

That Thumb Print Will Save Dollars

Apparently some of the druggists down Florida way have been taken for a "financial" ride since the armed forces took over the State.

To avoid getting hooked on bum checks, Bill Morrison, Secretary of the Southeast Florida Pharmaceutical Association, is advising members of the organization to "get a small ink pad, roll the thumb slightly and make an impression of the thumb on the right hand under the indorsement." This, together with checking the "Dog Tag" or draft card, will go a long way towards eliminating your losses from bogus government checks.

Remember that you and not Uncle Sam are the loser in the event everything is not

in order when the check is presented for payment.

Pharmacists Wanted

At press time the following jobs were open for registered pharmacists. For further information write directly to the owner:

1. Carolina Pharmacy, Inc., Pinehurst. Mr. Wesley R. Viall.
2. S. M. Macfie Drug Company, Brevard. Mr. J. A. Macfie.
3. McCrimmon Drug Company, Hemp. Mr. J. B. Lawhon.
4. W. A. Hayes Drug Store, Hillsboro. Mrs. Sue Hayes.

Executive Committee Meets

R. P. Lyon, President of the North Carolina Pharmaceutical Association, and E. C. Daniel, W. A. Gilliam, Ralph P. Rogers, Joe Hollingsworth and Paul B. Bisette, members of the N. C. P. A. Executive Committee, met in Chapel Hill on September 29th.

Routine business matters were considered by the Committee during the morning session. In the afternoon the Committee discussed Post-War Plans and elected five additional members to the Post-War Planning Committee. Before adjourning the Committee officially presented to the School of Pharmacy a set of Beilstein Reference Books as a gift from the 1942-43 N. C. P. A. Executive Committee.

A complete report of the business transacted by the Committee will appear in the November issue of this publication.

Wanted to Buy

Display case, 7 to 9 feet in length, Write Stacy G. Nelson, Aulander Pharmacy, Aulander, N. C.

Drug Store for Sale

Well established, profitable drug store in Fayetteville for sale. Reason for selling: pharmacist-owner died recently. For further information, write Mrs. H. W. White, c/o White's Drug Store, Fayetteville, N. C.

Carolina Camera

(Photos opposite page)

Many of our readers will quickly and easily identify the radiantly smiling pharmacist pictured in snapshot number 1 on the opposite page. It's none other than R. R. Copeland of Ahoskie, past president of the N. C. Pharmaceutical Association and a top-notch pharmacist in his home community. To prove the point, Rob Roy got out a bottle of pills and proceeded to demonstrate his pharmaceutical technique.

To get picture number 2 we move about three hundred miles across the State to Glen Alpine where we find Hilliard F. Bobbitt of the Clinic Drug Store and a bass, late of Lake James but soon destined for dryer and hotter climes. We understand Hilliard is not only having wonderful success with rod and reel, but has acquired a mountain acreage in the western part of the State where he hopes to establish a deer refuge. With meat rationing what it is, products from these sports should come in handy.

Our "A" card is still doing pretty good so let's travel back east, say about three hundred miles, to Weldon where we find

J. S. and W. W. Selden of Selden's Pharmacy preparing for the rush period when lots of farmers thereabouts have cash money from the sale of their tobacco crops and are in the mood to liquidate their debts. Selden's Pharmacy is a credit to the two Selden brothers and results from a lot of hard work, close attention to duty and professional ability.

The smiling young lady pictured in photo number 4 is Lt. Emma B. Grantham, daughter of pharmacist Hiram Grantham, Red Springs. Further information concerning Lt. Grantham will be found in this issue of the JOURNAL under the title "The Granthams."

Charlotte is noted among many things for the fine bass caught in the Catawba River. Recently J. E. Allen of Burwell & Dunn Company, A. L. Lomax of Griffin Shoe Polish Company and E. H. Hemmle of Colgate Company went fishing at Mr. Allen's club house on the Catawba. Mr. Lomax caught the 2¾ pound bass which Mr. Allen (photo No. 5) is holding in the picture.

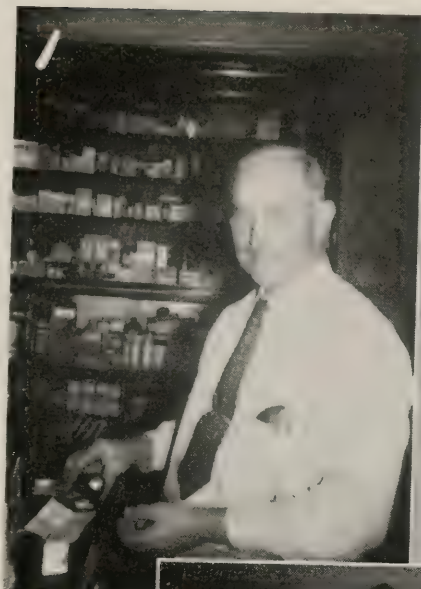
Peanut Butter Sandwiches : Salted Peanuts

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N. C. Branch Offices at

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OFFERINGS FOR
FALL AND
WINTER GOODS

*Biggest Deal Event
in History!*



SPECIALTIES
COUGH & COLD
PREPARATIONS
OINTMENTS
DRYS — LIQUIDS
T A B L E T S
V I T A M I N S

A complete assembly of window displays,
counter dispensers, streamers, pennants,
diamonds, price posters, display cards and
consumer handbills — FURNISHED FREE

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS

305 PETTIGREW STREET

DURHAM, N.C.

Out of the Mail Bag

One of the joys of being a Secretary, especially to a group as large as the North Carolina Pharmaceutical Association, is the privilege which it affords toward carrying on such a varied correspondence with the members. Each day as the mail arrives we hurriedly scan it hoping that there will not be too many brick-bats coming our way. Occasionally out of the mail bag come an unusual, interesting, or congratulatory letter which brightens the rest of the day. From time to time we will reproduce some of these letters, hoping you find them interesting too.—Ed.

North Africa Sept. 5, 1943

Dear Mr. Smith:

Yesterday we received news clippings telling us that the Pharmacy Corp Bill had been passed by Congress. Naturally we are very interested to know how it will affect us as Army pharmacists in overseas service. So far, there has been no notice about it from General Headquarters and this letter is a request for information from you concerning the qualifications to be established, and the procedure to follow in order to get into the Corp. Once in the Army it is very difficult to get information concerning things of this nature, because Unit Commanders tend to discourage men from applying for commissions and thus put them to the trouble of finding a replacement when the candidate is successful. It is for this reason that I would like to have all the information I can get before making application.

In the service I have been fortunate in being assigned to a field station hospital working in the Pharmacy. I have attained the rank of sergeant/technician since I have been overseas, which is the highest rating in the Pharmacy up to now. Considering surrounding conditions we have an excellent location and our hospital is a model for other like units. Of this we are very proud and hope to maintain our position.

However, there is a widespread condition in the Army which is deplorable and exists because men have been accepted as pharmacists on the strength of information they submitted for their classification record without further investigation. By using tact and diplomacy they have been able to get the really trained pharmacists to cover the results of their ignorance and after being exposed to the routine of work they have been able to continue to get by. Such practices have denied many pharmacists who have pride in doing their work right the opportunity they deserve. And once a usurper gets the ranking position in a department it is very difficult to have him removed, especially since most of them have influence with important people or else they would not be where they are.

It is because of such conditions, and others still worse that I cannot tell you about, that I hope the requirements for getting into the Corp will be high. Pharmacy work in the Army and many many other duties that a pharmacist can do are not nearly as simple and routine as I had expected them to be, and I feel that the Pharmacy Corp will benefit the Army by rendering better services.

Sometime ago, I belatedly decided to join the state and national associations and mailed a money order to Miss Noble asking her to arrange for putting my name on membership rolls. So far I have not heard from her but mail service is very slow and it hasn't been too long since I wrote. After graduation, I went to Washington, D. C. to work, but after the war I intend to attempt going into business on my own. So if you see a good location for a store, keep it in mind for me. For I believe that both Mr. Inman (my partner) and myself will be ready to go back to North Carolina where we belong after this affair is over.

I have had some valuable experience in doing laboratory work in my spare time and have become quite proficient in doing smears, blood counts, urinalyses, culture work, etc. It seems to me that the pharmacists might profit by rendering such services to the doctors in civilian practice. What do you think?

We have seen plenty of excitement since we came over but have been fortunate in not being dangerously close to it. Our boys on the front are doing a swell job, and with the continued support of you at home they will successfully complete their work before very long. There is still a long way to go until Victory, but even so we are optimistic. So for now, I'll stop and give you a chance to get back to work. Awaiting your letter, I remain

Sincerely yours,

Jack A. Creech

Your Customers

SEE

*The Feature that
Serves Health
and Comfort
in*



All DEAN
Prophylactics
Are Sold Through
Drug Store Channels
ONLY

Peacock RESERVOIR END PROPHYLACTICS

Your sales naturally run higher when advantages are *plainly visible* on merchandise. So it's natural that Dean's Peacocks continue to bring surprising profits to druggists.

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Dean Headquarters in Your District
PARAMOUNT SALES CO.
P. O. Box 477
Knoxville, Tenn.

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Fall Exams Cancelled

Members of the North Carolina Board of Pharmacy met in Chapel Hill on August 9th to consider several special problems requiring their attention.

Following the meeting, Secretary-Treasurer F. W. Hancock announced that the usual November exam had been cancelled. During the past several years there has been a steady decline in the number of applicants desiring to stand the regular November exams; the bulk of the applicants coming in June immediately after the close of the University Pharmacy School.

Wartime Health Week

Spearheaded by the drug stores of America, a permanent health education campaign will be started with "Wartime Health Week"—to be observed from October 1 to 11.

It is the first organized campaign on a national scale to show people how to take care of themselves in these days of fewer doctors and dentists and thus (1) reduce war plant absenteeism, (2) improve home-front morale.

To equip pharmacists for this essential job, kits to go free to every store will contain a giant-sized window poster of wartime health rules, three window streamers, and 84 pennants featuring health messages, and 100 copies of a booklet on war health rules.

Developed by Drug Topics, "Wartime Health Week" also has as its co-sponsors

the National Association of Retail Druggists and 69 big drug industry manufacturers. Helping to put the campaign across will be all-out support from the nation's daily and weekly newspapers, leading newspaper mat services, national magazines, all major radio chains and hundreds of independent stations.

Support has been pledged, too, by virtually all of organized drugdom. (National Assn. of Chain Drug Stores, National Wholesale Druggists Assn., Druggists Supply Corp., McKesson & Robbins, Associated Chain Drug Stores.)

Seven Attend

North Carolina was well represented at the A.Ph.A. meeting in Columbus, Ohio, this year. Dean J. G. Beard and Professor H. M. Burlage of Chapel Hill, and I. T. Reamer of Durham were present as official delegates from the N. C. P. A. Since two of the five-member delegation could not attend, Roger A. McDuffie of Greensboro and M. B. Melvin were pressed into service. The latter two pharmacists also represented the N. C. Board of Pharmacy at the meeting.

In addition to the above-mentioned delegates, Professor M. L. Jacobs and E. A. Brecht of Chapel Hill made the trip to Columbus. During the course of the meeting Dean Beard was installed as Second Vice-President of the A.Ph.A. for the coming year.

I. T. Reamer, Chief Pharmacist at Duke Hospital, was elected Secretary of the American Society of Hospital Pharmacists.

35¢



35¢

THE RELIEF OF ATHLETE'S FOOT
LIQUID ANTISEPTIC NO GREASE NO MESS
A TREAT FOR SORE FEET

Easy to use

P. D. G. PRODUCTS, INC.
HIGH POINT, NORTH CAROLINA

DR. FOSTER'S L-K

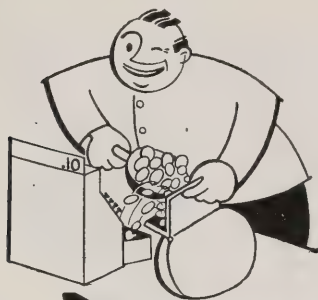
\$1.25 size - \$8.00 dozen list

Pierce's FUNGI-SOL

35c size - \$2.80 dozen list

Pierce's KOLRON

35c size - \$2.80 dozen list



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

**Emerson Drug Company
Baltimore, Md.**

Antitrust Action Against Drug Trade

The "Drug Trade News" of September 13th, last, states that "There will be no change in policy of the Department of Justice respecting prosecution of three fair trade antitrust cases now pending in United States district courts in New York City and Newark as a result of appointment of Assistant Attorney General Wendell Berge to head the antitrust division. It is added that the cases are moving along normally and will be brought to trial when the court dockets permit, Mr. Berge said. The first case tried probably will be that against the National Wholesale Druggists' Association, which may be reached in January. The other cases involve an indictment against the National Association of Retail Druggists and the New York Pharmaceutical Association.

New Advertisers

The JOURNAL welcomes three new advertisers to its pages in this issue: Robert R. Bellamy & Son, Service Wholesale Druggists of Wilmington; P. D. G. Products Company, Inc., of High Point; The House of Lance, Charlotte. We'll appreciate your mentioning the JOURNAL next time you have occasion to place an order with one of these firms.

News Briefs

C. T. Council, President of the B. C. Remedy Company, Durham, recently purchased a new residence near the city and plans to move into the home at an early date. Since the residence is located outside the city limits of Durham, Mr. Council is resigning as a member of the Durham Board of Education, a post which he has held since 1937.

According to a news release from Sanford, T. R. Cole of Pinehurst has bought the Crabtree Drug Company of Sanford and will assume active management of the business on October 1st. It is reported that the present owner, W. A. Crabtree, will retire as soon as the business transaction is completed.

Lt. L. J. Loveland, immediate past-president of the T. M. A., has just returned to this country after a trip to North Africa. He spent a few days at his home in Durham before returning to active duty.

News Briefs

Hales Pharmacy, Seaboard, has been sold to George A. Gurganus. We understand the former owner, C. W. Hales, is working in Jacksonville, N. C.

A new drug store is to be established near Carolina Beach by the Federal Housing Project. . . . Jack Alderman, formerly of the Brooklyn Pharmacy, Wilmington, but more recently of Rocky Mount, will manage the newly established business.

J. P. Hudson has resigned his position with Anderson's West End Drug Store, High Point. He has been replaced by H. T. Horsley of Belmont.

Due to the present shortage of help and to comply with recent War Emergency Rulings of the N. C. Department of Labor relative to the employment of minors, the drug stores of Mount Airy have adopted a new opening-closing schedule, effective August 30. The schedule is as follows: Monday through Friday, 8:30 A.M. to 9 P.M.; Saturday, 8:30 A.M. to 10 P.M.

Graham Culbreth, Hamlet pharmacist, writes: "Business is good. We have had

our second robbery in five weeks. The last one was August 29th. The robber must have been an experienced soda clerk because he made himself a milkshake."

John Terrell, Jr. is now with the Vick Chemical Company, Greensboro. Prior to accepting this new position he was with the Duke Hospital Pharmacy, Durham. To help out with the manpower shortage, John is doing some relief work with Fordham's Drug Store in Greensboro.

C. O. Huntley of Lenoir recently accepted a position with McNairy's Drug Store, located in the same city. The addition of Mr. Huntley to the McNairy prescription staff gives this firm three registered pharmacists: J. S. O'Daniel, H. M. Deal and Mr. Huntley.

D. D. McCrimmon, proprietor of the McCrimmon Drug Company, Hemp (Robbins), has sold the business to J. B. Lawhon. Mr. McCrimmon's son, pharmacist D. G. McCrimmon, plans to enter service sometime in October.

Buy War Bonds

Robert R. Bellamy & Son

Service Wholesale Druggists

Wilmington, N. C.

Buy War Bonds

Purepac



COUGH Remedies VITAMINS
MEDICINE Cabinet Supplies

FALL & WINTER
FREE GOODS
DEALS

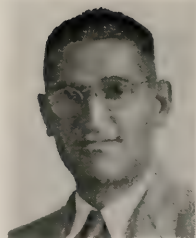
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Profits as high as 67%

ASK OUR SALESMEN

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler



Mist from the Mountains

By JAMES W. HARRISON, Asheville

Beaman Pinner, in military service with Medical Detachment at Camp Flores, Jackson, Miss., had a Saturday to Saturday furlough in late August and spent a portion of that time pacing a hospital corridor smoking endless cigarettes while awaiting his approach to fatherhood. His son, named Zach Erwin, arrived August 25th. Mrs. Pinner and the boy are doing well; Beaman is back at Camp counting the hours until another leave is sanctioned.

The shortage of doctors has not meant a corresponding let-up in prescription writing. Adams-Blauvelt Drug Store is fast approaching an average of 100 per day. On recent Mondays this store has gone well above that number which leaves practically no leisure time for two men working split-shifts on a shorter working day.

J. V. Thompson of East Flat Rock is now prescriptionist at Merrimon Avenue Pharmacy.

Moss Salley (Salley's Drug Store) has good reason to be proud of his daughter Antoinette. This young lady, now in her Senior year at Duke University, is President of her Pi Beta Phi Sorority and on the Dean's list in class averages. During her Freshman year she was Vice-President of her Class and President of "Sandals" a House Society for which there are only twenty tapped for membership. Sophomore year she was one of the two co-ed cheer leaders and Junior year was co-ed editor of "Duke 'n' Duchess" and the only girl to win the coveted Varsity letter.

J. L. Cherry has resigned his position at Merrimon Avenue Pharmacy and is enjoying a rest in Eastern Carolina. After harvest time he plans to do relief work in Asheville and vicinity.

Richard Scarf, Senior Pharmacy student at U. N. C. did yeoman work in Asheville this past summer in relieving the manpower shortage in local stores. Johnson Drug and

Pinner's were the principal beneficiaries. Roy Johnson, Johnny Welch and Charlie Sisk have Richard to thank for their vacations during the busiest season.—Richard is an all-Carolina in that he studied Pharmacy at Medical College of South Carolina at Charleston for the first two years and transferred to Chapel Hill for the third and fourth years.

A minor wave of burglaries sweeping Asheville in early September included the robbery of Norwood Pharmacy and Pinner's Drug Store and the attempted robbery of Hester's Pharmacy. In the case of Norwood Pharmacy a cabinet of poisons was wrenched from the wall in the prescription room, the thieves evidently thinking it contained narcotics, for the next afternoon all the missing poisons were found under a street light on an adjacent street.

In the Pinner robbery the miscreants were more fortunate. \$50.00 in cash from one place, cash from another place and an almost full stamp machine, together with merchandise and cigarettes augmented Pinner's loss to approximately \$200.00. The thieves left numerous clues about the store and at another store further up the street. There was a certain amount of maliciousness evidenced in the Pinner robbery in that drawers and shelves were emptied of merchandise and scattered over the floor. At this writing no arrests have been made.

The attempt to burglarize Hester's met with no success other than the prizing loose of a screen door and the removal of one bar from a window. Prospects for insurance salesmen. (No advt. intended.)

Credit Manager: "How about paying us something on account?"

Mr. Overdue: "I can't do it just now."

C. M.: "If you don't pay us this week I'll tell your other creditors that you paid us in full."



A NEW PRODUCT... For New Profits

EVERCOL

ISOPROPYL ALCOHOL RUBBING COMPOUND

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA

7 Reasons Why You, Mr. Druggist, Should Push Capudine

1. PRODUCT and ADVERTISING comply fully with all provisions of the new Food, Drug and Cosmetic Act.
2. A Fair Trade item that assures generous profit.
3. 5% CASH BONUS (in addition to jobbers discount) on \$8.00 quantities or more.
4. Our newspaper advertising alone reaches over one million people each week in North Carolina.
5. 481% PROFIT when dispensed over the fountain from the one pint size.
6. FASTER stock turnover from increased volume of sales.
7. Capudine Chemical Co. has been serving the druggists of North Carolina for over 40 years.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

Additional Quinine Contributions

Although the "Quinine Pool" program is nearing its end, the State Highway Patrol continues to forward contributions of the drug to the N. C. P. A. The latest batch was sent to Chapel Hill by Paul Bisette of Wilson who, in turn, had received it from Lt. Lentz of Troop D, Asheville, N. C.

Several weeks ago one of the patrolmen brought more than 10,000 grains of quinine to State Headquarters for transfer to Washington. The continued interest of the Patrol in this worthy campaign has enabled this State to add substantially to the stockpile being accumulated in Washington for the armed services.

Economic Suicide

In a Fair Trade suit brought by Julius Schmid, Inc., against Bernard Stein, doing business as Stein's Pharmacy, Brooklyn, N. Y., Justice Bernard Botein granted a permanent injunction in the New York County Supreme Court enjoining Stein's Pharmacy from violating the Fair Trade prices as established by the Fair Trade contract of Julius Schmid, Inc.

In commenting on the Order of Justice Botein, Mr. Carl Schmid, President of Julius Schmid, Inc., stated: "It is difficult to conceive how a retailer, in these days of scarcity of essential merchandise, could be so shortsighted as to use price-cutting as a means for unloading goods. Cutting one's margin of profit in order to obtain a temporary, profitless increase of sales and thereby undermining the fair trade policy of a manufacturer who by the issuance of a fair trade contract serves to prevent cut-throat competition, is a sure way to commit economic suicide. It is unfortunate that in these days valuable effort, time and expense of a manufacturer should be lost in going to court in order to teach a few die-hards the error of their ways."

Moore Named District Governor of Jaycee's

Ray L. Moore, Jr., sales representative of the B. C. Remedy Company in South Carolina, has been appointed District Governor of the Junior Chamber of Commerce by Francis Brenner, State President of the Jaycees.

Installation ceremonies for Mr. Moore were held in Florence, S. C., on Friday night, September 10th.

Additions to the T.M.A. List

The current roll of T.M.A. members is approaching a new, all-time high. The latest names to be added to the list are George I. Ford, Jr., 604 West Vernon Ave., Kinston, and Jake Berman, 3503 Stuart Ave., Apt. 201, Richmond 21, Virginia.

Mr. Ford represents The Centaur Company Division of the Sterling Drug, Inc. and Mr. Berman, the G. H. P. Cigar Company, Richmond.

Lauds Convention Cancellation

The Hickory *Daily Record*, in a recent editorial, commended the National Association of Retail Druggists for cancelling their annual meeting this year.

The *Record* congratulated P. J. Suttlemyre, a member of the N.A.R.D. Executive Committee, "on insisting that patriotism be placed ahead of business considerations when it comes to conflicts such as occur in holding a national convention in this time of emergency."

"ORDER BY MAIL

From McCOURTS"

*EITHER FOR IMMEDIATE
OR FUTURE DELIVERY*

• Labels
— Rolls or Flat

• Boxes

• Physicians & Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.

The American Way

of insuring the property of Retail Druggists against loss by fire is for your benefit.

Your company, owned and operated by Retail Druggists and serving you exclusively with better fire insurance at less cost.

When you have a fire you will need our service. When you place your insurance you will enjoy our saving.

A card will bring full particulars.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
CINCINNATI, OHIO

SOME OF OUR STATE AGENTS

E. F. RIMMER
Box 377
Sanford, N. C.

RALPH M. CROSSON
P. O. Box 475
Columbia, S. C.

TABLETS

PHENOBARBITAL

Scientifically Correct Products

TABLETS

VITAMIN B₁

Direct or through your wholesaler.
Inquiries invited on other pharmaceutical products.

L. P. MAYRAND

Manufacturing Chemist
GREENSBORO, N. C.

Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Charlotte Auxiliary

The Charlotte Woman's Auxiliary of the N. C. P. A. and the T. M. A. held their first meeting of autumn at Efrd's dining room Tuesday, Sept. 14 at 12:30 p.m. Mrs. Foster Thomas, the new President, called the meeting to order. Invocation was offered by Mrs. Gene Hunter. All were led in singing America with Mrs. J. G. Dawson at the piano. The minutes of the last meeting and reports were read by Mrs. W. R. Dixon.

One new member, Mrs. Marie Murphey, joined. Dues were voted to be raised to \$1.50 per year. The President, Mrs. Thomas, named her officers and committees for the year as follows: Mrs. J. G. Dawson, Vice-President; Mrs. W. R. Dixon, Secretary and Treasurer; Mrs. E. H. Hemmle, Corresponding Secretary; Social committee, Mrs. W. B. Holmes, Chairman, Mrs. George Bryan; Program committee, Mrs. W. S. Obenshain, Chairman, Mrs. J. G. Dawson; Ways and Means, Mrs. W. L. Bizzell, Chairman, Mrs. Phil Van Every, Mrs. W. C. Hagood; Cards and Flowers, Mrs. P. C. Day, Chairman, Mrs. W. I. Hall; Telephone, Mrs. J. G. Barnette, Chairman, Mrs. L. W. Millican, Mrs. A. B. Morgan, Mrs. Sam Hall, Mrs. H. G. Blackman, Mrs. B. M. Humphries, Mrs. Lester Smith, Mrs. Marshall Smith; Membership, Mrs. Joe Monroe.

It was voted to meet monthly instead of quarterly as last year. Thirty members attended. The meeting closed with the singing of the "Star Spangled Banner."

Charlotte Drug Travelers

The Charlotte Drug Travelers held their regular monthly business meeting and luncheon at Thacker's Restaurant, Saturday, Sept. 4. Twenty-five members were present. One new member, Mr. M. H. Staples of the Wm. R. Warner Company joined the club.

Pfc. K. B. Reel, an old club member was a visitor and all were glad to see him again. Private Reel is in the Finance Department at Moody Field, Valdosta, Georgia. In

civilian life, Mr. Reel was with Tampax Company. The meeting was presided over by Mr. J. G. Barnette, President.

Briefs

Doc McElveen (Nyal Company) and wife, Jeannette, went to Spartanburg, S. C. recently. They were accompanied by Joe Monroe of the Carolina Cut Rate Drug Company, who found the trip very profitable, as he bought drugs while in Spartanburg.

Mrs. M. J. Leimkuhler whose late husband was with Drug Package, Inc. in this territory, has now returned to Charlotte to live.

Mr. and Mrs. Pierce Summers (Dixie Vortex Company) have returned to Charlotte from an extended vacation to Detroit and points in Ohio and Indiana.

Mr. and Mrs. L. W. Millican (Bauer & Black) has as guests in their home recently, Mrs. Millican's brother and family, Mr. and Mrs. J. H. Orr, from Georgia.

Mrs. J. G. Barnette accompanied her husband on his trip to Western North Carolina during Labor Day week. While Mr. Barnette secured good business for his Company, Mrs. Barnette met friends in Asheville and other points.

Mr. E. H. Hemmle (Colgate Company) spent Labor Day week end at Myrtle Beach, but fishing wasn't so good. Many hooked large sharks which bent hooks and broke lines—for that reason other smaller fish had been run off by the sharks. While at the beach, Mr. Hemmle reports running into Mr. Gaines Slaughter of Bristol-Myers Company, and Mr. Joe Wear of Richard Hudnut Company.

Mrs. E. I. Butler has returned from an extended trip to Baltimore. Mr. Butler was formerly with Liquid Carbonic, but is now on Government war work.

Friends in and around Charlotte will be pleased to learn that Mr. Louis B. Holmes of Park Place Pharmacy, whose condition was very serious last month, has shown some improvement and is reported gaining his health back. We hope he will be able to be out soon. (Continued on Page 371)



"IT'S FAMOUS

because

IT'S GOOD"

Marriages

Mr. and Mrs. L. J. Eckstrom are announcing the marriage of their daughter, Janice, to Ralph Emory Kibler, Jr., Lieutenant, U. S. Army Air Corps, on Wednesday, August 25, 1943 at New York. Lt. Kibler is the son of Pharmacist and Mrs. R. E. Kibler of Morganton, and the brother of Miss Sarah Kibler, Pharmacy student at the University of North Carolina. Lt. Kibler graduated from The Citadel at Charleston, S. C.

Prescription Balances Repaired

Speedily Accurately Economically
Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.
915C E. Cary Street Richmond, Va.

*Some
Items Make*

PROFIT

*Some
Make*

GOODWILL

PAL BLADES

Do

BOTH!



• You know — and we know, that you handle certain products profitably, and others just as a convenience. Now, the nice part of selling Pal Blades is that first, you make a handsome profit on every sale — and second, your customer will be back with a smile and a "thank you", for introducing him to the superiority of a hollow-ground blade and its "feather touch" shave. Makes sense, doesn't it ?

*Order Through
Your Wholesaler*

PAL

hollow-ground
RAZOR BLADES

Pal Blade Co.

595 Madison Ave.

New York, N. Y.

QUEEN CITY NEWS

(Continued from Page 369)

Mr. and Mrs. W. S. Obenshain, Southern Dairies Company, report their son is aboard a U. S. Navy destroyer somewhere in the South Pacific. We know he will get his share of "Jap-Rats." We know the Obenshains must be very proud of their Naval officer son.

Mr. and Mrs. E. H. Hemmle chaperoned seven First Lieutenants and Captains and their dates at the Charlotte Drug Travelers club house on the Catawba recently. Fried chicken, sandwiches, potato salad, and home-made ice cream were on the menu, and everyone seemed to have a wonderful time. Little parties like these never do any harm for the morale of the fighting forces.

Mr. and Mrs. George Bryan of Eckerd's, spent a delightful vacation at Myrtle Beach recently. They absorbed plenty of Vitamin D and brought back evidence that the sun is not cooling off as rapidly as scientists claim.

Mr. and Mrs. J. G. Bennick (Scott Drug Company) spent a week at Myrtle Beach. Mr. and Mrs. C. H. Smith (Drug Package, Inc.) were also there during the same time. It makes the trip pleasant when one meets some of their friends from home during their vacation.

Mr. E. H. Hemmle spent the week of Sept. 11 in Chattanooga, Tenn., breaking in a new man, Mr. A. J. Tenchel, for his company. Mr. Tenchel will replace Mr. J. E. Treadwell at Knoxville, Tenn. Mr. Treadwell was formerly with Colgate Company at Raleigh, N. C. and later took Knoxville, Tenn. He is well known among Eastern N. C. druggists. Mr. Treadwell is now stationed at Service Air, Inc. Municipal Air Port, Raleigh.

Mr. and Mrs. Gene Saunders (Ray-O-Vac Co.) became grandparents on September 19 when a 7½ pound baby girl was born to their daughter, Mrs. Alfred Marino. The father of the grandchild is Sergeant Alfred Marino and he is stationed at Camp March, California.

THE WOMAN OF THE MONTH

Sketch of the Life of Mrs. Foster Edward Thomas, New President of the Charlotte Woman's Auxiliary

Sudie Dowdell Thomas was born in Lee County, Alabama, was reared and received her education at Auburn, Alabama, receiving a B.S. Degree and Teacher's Certificate from the Alabama Polytechnic Institute in 1926. While in college she was active in the "Auburn Players," and was elected to the National Dramatic Fraternity, Theta Alpha Phi. She was also a member of the Phi Delta Rho Sorority, the Pan-Hellenic Council, and the Wilsonian Literary Society, being elected to the Omega Chapter of the Chi Delta Phi National Honorary Literary Society. She spent much time, too, in "Campus Lab" with Foster Thomas, a young Pharmacy student.

For two years she taught school at Birmingham, Alabama, and then on June 2, 1928 was married to Foster Edward Thomas, of that city. For the next ten years they made their home there, where Mr. Thomas was a practicing registered pharmacist.

In August, 1938, they moved to Charlotte, N. C. where Mr. Thomas became a part of the Carolina Cut-Rate Drug Company. They were no strangers to the old North State, however, as the family had made annual summer visits to Charlotte since 1926.

The Thomases live at 2146 Norton Road where Mrs. Thomas is busy with her two children, Doris Jean, age eleven, and Master "Tommy" (Jr.) age three; two Victory gardens; trying to reach her husband's demanded quota of two hundred quarts of home-raised and home-canned Victory foods.

Her earnest ambition is to be of assistance to the women of the Charlotte Druggists' Auxiliary in their desire to sponsor the professional and social interests of our local druggists and add to our Scholarship Fund for worthy and ambitious Pharmacy students. She has started off with a bang as the new president of the Charlotte Auxiliary, and we know she has big plans for the club this year. We wish her every success and know every member will give her full cooperation and help her put the Charlotte club out in front—where it rightly belongs.

SOMETHING NEW IN THE FIELD OF
Nasal Decongestants



'Tuamine Sulfate' (2-Aminoheptane Sulfate, Lilly), a recent development of the Lilly Research Laboratories, compares favorably with ephedrine in therapeutic action, yet produces none of its undesirable side-effects. The 1-percent solution is intended for routine office practice, and is the solution of choice for the patient's use at home. The 2-percent strength is especially recommended when operative procedures, special examinations, and severe cases of nasal congestion requiring maximum shrinkage are involved. Physicians are prescribing 'Tuamine Sulfate.' Be prepared to render service.

BODEKER DRUG COMPANY

Richmond, Virginia

A Tale for Reflection!

Location—Anywhere Time—Probably now
Authenticity—Probable and possible

In this town of "Anywhere" there were two drug stores. One was known as Speeds and the proprietor, Mr. Speed, thought that the weight of the whole community's welfare rested on his shoulders. *He opened his store early in the morning and closed it late at night—seven days each week.* He was never able to find enough varieties of merchandise, nor enough of these varieties, to satisfy his desire to take care of all the needs of his community. He veritably handled everything a human could want from diapers to shrouds.

The second drug store in "Anywhere" was known as Easy's Pharmacy. The proprietor, Mr. Easy, was an easy-going fellow *who did not open his store so early in the morning and didn't keep it open so late in the evening, and opened only for emergencies on Sundays.* He attended worship services at his church, took part in the bond drives of his community, was a leader in the Boy Scout movements; and, when there was a community problem to be solved or a job to be done, old "Doc Easy" was always there, contributing of his time, his money and his energies to make Anywhere a better place in which to live.

Dr. Speed prospered financially. He was recognized as one of the wealthier citizens of Anywhere and could always be found at his store, trying to sell the merchandise that a community might need, and on which he made a just and livable profit. "Doc Easy," as he was affectionately known, was sometimes hard to find, for he might be attending a meeting of the Parent-Teacher Association or he might be selling War Bonds at some factory gate, or occasionally he might be found attending his Boy Scout jamboree. He lived up to the reputation of his name and took life easy and enjoyed the maximum of pleasures to be obtained from life, as well as serving his community in the things that a drug store should handle. *He was always willing that the grocer, the baker or the candlestick maker have a part in the commercial activities of his community.*

The sequel of this story is that "Doc Easy" helped inter the heavy bronze casket

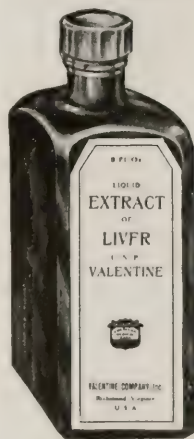
that contained all that was mortal of Dr. Speed and wept with the other residents of Anywhere in the loss of such an enterprising citizen. *But he lived, and "Anywhere" enjoyed the conveniences of his drug store and his genial disposition.* The community of "Anywhere" also seemed to enjoy purchasing bargains caused by the liquidation of the huge stock of merchandise accumulated by Speeds, which was liquidated to satisfy greedy heirs.

Maybe??? there is a moral to this tale.—
Tennessee Pharmacist.

Food and Drug Administration Wants Chemists

Chief Inspector George P. Larrick, of the Food and Drug Administration, has announced that the Administration wants about 35 pharmacists and 10 chemists for its inspection force. The law requires the FDA to inspect production, manufacture, packing, labeling and shipment in interstate commerce of foods, drugs and cosmetics to determine whether they are harmful or illegal.

LIQUID EXTRACT OF LIVER WITH IRON VALENTINE



8 Ounces net

1 Dozen at list

\$21.00

Through
Wholesaler

Our recent journal and direct mail advertisements deal with the natural B₂ complex of this product, 5 mg. of riboflavin and 25 mg. niacin per fl. oz.

Valentine Company, Inc.

Richmond, Virginia

\$1,000 In Cash for YOUR Ideas

Tell Us How You Sell *More* Alka-Seltzer and **ONE A DAY** Vitamins

You and your employees can win some good hard cash in the easiest contest you ever saw. Just take a look at the simple rules and you'll want to get going right away.

1. Jot down on a card or letter your experience in displaying and selling ALKA-SELTZER or ONE-A-DAY Vitamin Tablets or both, that proved most successful in your store. The way you write it doesn't count. It's the idea we want. No matter how simple it may seem, send your idea in. It may be a winner.
2. The prizes (70 in all) will be awarded to retail druggists or their sales people who send in the best ideas in the opinion of three Drug Trade Journal Editors, who will act as judges. The decisions of judges will be final.
3. The names of all winners will be published in a later issue of this magazine.
4. No photographs are necessary, but will be welcome.
5. Contest is open to all retail druggists and their employees. Time limit: 30 days.
6. Address your entry to MILES LABORATORIES, Inc., Elkhart, Indiana.

"One-A-Day" is the registered trade-mark of Miles Laboratories, Inc.

70 BIG CASH PRIZES

1st PRIZE	\$300.00
2nd PRIZE	150.00
3rd PRIZE	100.00
4th PRIZE	150.00
5th PRIZE	120.00
6th PRIZE	80.00
7th PRIZE	100.00
TOTAL—70 Cash Prizes amounting to \$1000.00	

EMPLOYEES CAN WIN TOO! Any employee of any drug store can enter this contest and has just as good a chance to win a prize as the owner. So get busy and send us your ideas now.



Here is
What
You Do



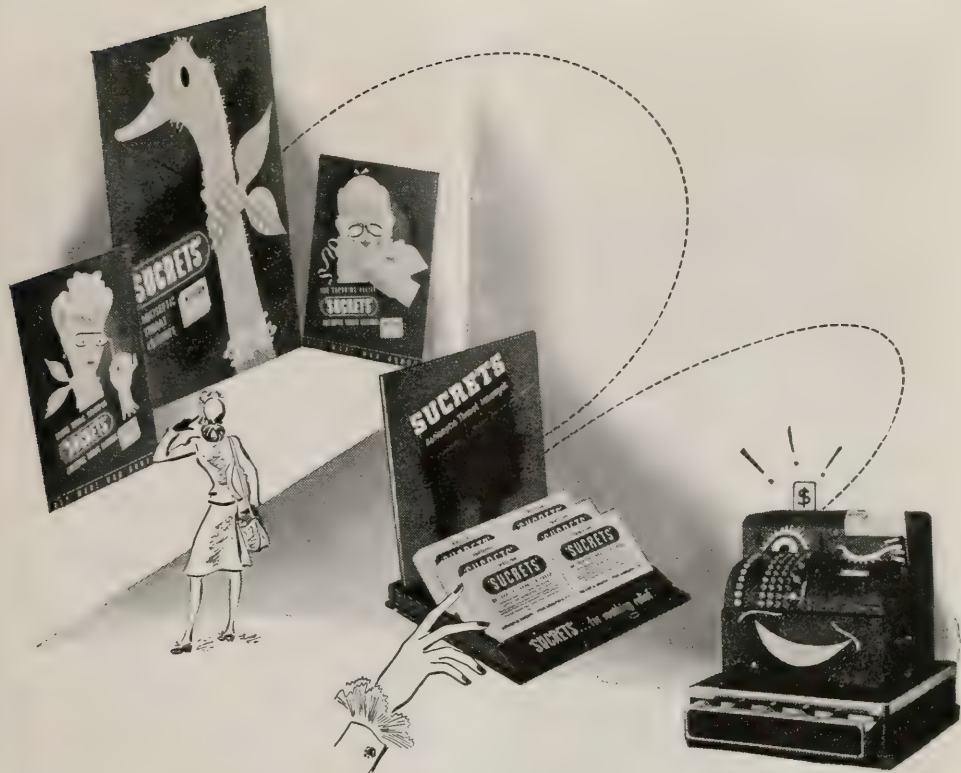
MR. C. L. WEISKER, of the Pay-Less-Shop-Ezy Drug Co., had two mass merchandise displays on his wrapping counters as illustrated. Every customer who bought other merchandise could not help but be reminded of Alka-Seltzer and One-A-Day Vitamins. The idea worked. He made extra sales and profit. This kind of idea will win a prize.

Let the Contest Idea Make Two Profits

Now is the time to stock up and push ALKA-SELTZER and ONE-A-DAY Vitamin Tablets. Big inventories are not needed, but try to have some of all sizes on hand—they move fast. This contest is your chance to make two profits—one from extra sales a good display will bring—and the other from a prize you may win. Look over the simple rules and get your card or letter in the mail right away. Get your share of these big cash prizes.

MILES LABORATORIES, Inc., ELKHART IND. Makers of Alka-Seltzer and One-A-Day Vitamin Tablets

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers



FROM WINDOW...

TO COUNTER...

TO CASH REGISTER!

• 'Screts' Antiseptic Throat Lozenges move fast, but the new Sharp & Dohme displays for your window and cash counter will help these popular, high-profit lozenges move even faster!

The fresh, colorful, three-card window display reminds your customers that 'Screts' lozenges soothe throat irritation, and the trim, new cash-counter display, stoutly constructed of wood and plastic, puts the familiar, gray-and-blue box of 24 'Screts' lozenges within arm's reach.

Stock up now for the winter de-

mand! Tell your customers *why* 'Screts' Antiseptic Throat Lozenges are so effective: each lot must pass a standardized test for germicidal activity. And remember, your gross profit on each 25-cent box of 'Screts' lozenges is 8½ to 10 cents—a gain of at least 51.5 per cent on your investment!

'Screts' Antiseptic Throat Lozenges soothe irritated mucous surfaces of the mouth and throat, taste good, and they're individually wrapped—easy to carry in purse or pocket. . . . Sharp & Dohme, Philadelphia (1), Pa.

'SUCRETS' ANTISEPTIC THROAT LOZENGES

We Tell 'em — You Sell 'em



Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day

HEADACHES-NEURALGIA Eased Quickly with "BC"

Agonizing headaches and annoying neuralgic pains usually respond quickly to the relief

of muscular aches and functional periodic pains. Acts as a sedative in simple nervousness. 10c & 25c sizes. Use only as directed. Consult a physician when pains persist.



B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA

"Keep it on Hand—To Supply the Demand"

ONE IN A SERIES OF "FACTS BEHIND THE GREATEST DRUGGISTS' ACCEPTANCE IN THE U. S."

INSPECTION PLUS!

The M M & R Essential Oils, Balsams and kindred products delivered to you by your wholesaler represent the best that nature, science and man can produce. We begin by selecting nature's "best," then scientifically triple-check the quality to make sure it meets the U. S. P. Standards and M M & R's own requirements for uniform quality.

THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler



MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

16 DESBROSSES ST.



AROMATIC CHEMICALS, ETC., SINCE 1895

NEW YORK, N. Y.

Miss Alice Noble
214 Hillsboro St.
Chapel Hill, N. C.

Purepac

*A complete line of quality
health aids for the
independent
druggist!*

• •

Ask our Salesman about
**THE SPECIAL FALL AND WINTER
FREE GOOD DEALS**

• •

W. H. KING DRUG COMPANY

Distributors

RALEIGH, N. C.

"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

Sixty-Second **ANNUAL REPORT** of the **NORTH CAROLINA BOARD OF PHARMACY**

Including a list of North Carolina
drug stores and pharmacists.

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Roger Atkinson McDuffie.....	Greensboro
Marion Butler Melvin.....	Raleigh
Harmon Carlyle McAllister, Assistant-Inspector	Chapel Hill

November, 1943

Volume XXIV Number 11

The services the pharmacist renders are so important and the substances handles so dangerous, that five traits of character and personality which should constantly control his actions are emphasized; namely, accuracy, honesty, dependability, professional technique, and cleanliness. Those who do possess and constantly develop these traits are not likely to succeed as pharmacists and may bring themselves into conflict with the many laws and regulations governing pharmacy.—U. S. Guidance Leaflet No. 14.



The success of the Lilly Marketing Policy can be attributed to the fact that it is in profound harmony with natural laws. It is founded on certain fundamental principles which guarantee each branch of the health services the right to function in its own sphere and at the same time benefit from the combined efforts of all the other branches. The busy physician has no time to shop for drugs, the pharmacist neither the talent nor desire to diagnose or prescribe. The service wholesaler comes to the rescue of both by providing medicinal agents of known therapeutic value which the physician can prescribe as his judgment dictates, and the pharmacist buy at prices fair and uniform. The very naturalness and simplicity of the Lilly Marketing Policy contribute to its universal acceptance.

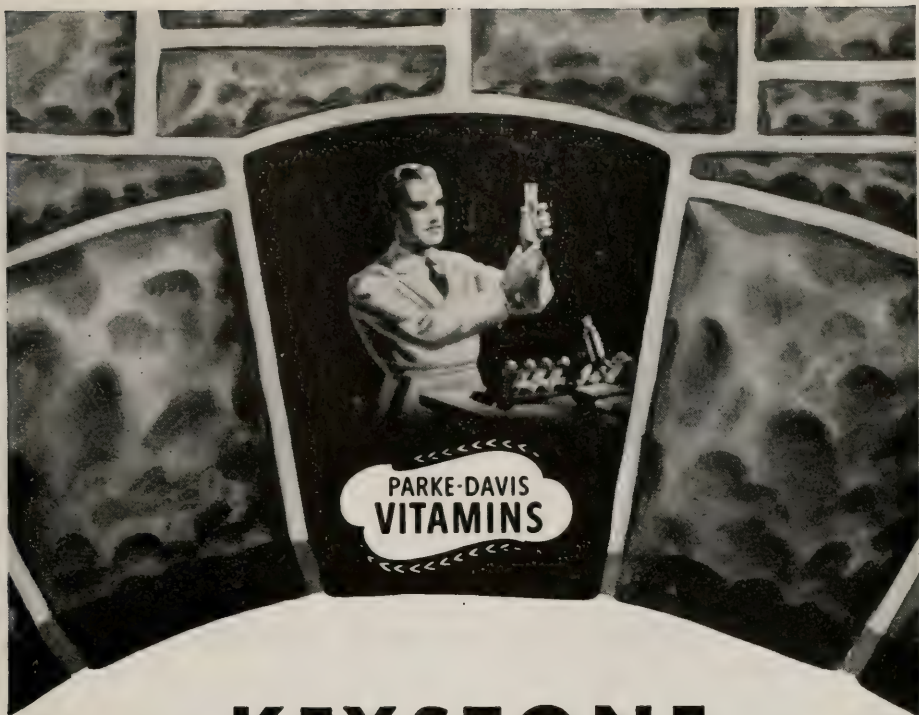


ELI LILLY AND COMPANY

Indianapolis 6, Indiana

Lilly

BUY WAR BONDS AND STAMPS



KEYSTONE

of your Vitamin Department

Parke, Davis & Company's four points to increase and hold sales volume are the keystone of success in vitamin departments of modern American pharmacies.

★ **Larger Unit Sales** of Parke-Davis vitamin products mean greater business volume.

★ **Attractive Profits** come to you through Parke-Davis vitamins. Feature them in order to meet the needs of all customers and increase your income.

★ **No Sales Resistance** . . . the public knows and respects the name of Parke-

Davis—associated by everyone with quality vitamins. Window and interior displays, as well as associated point of purchase aids transform consumer interest into actual buying.

★ **Bring Customers Back** because high therapeutic value priced right holds customers.

Ask the P-D man who calls on you for particulars on the price assortment designed to form the keystone of your vitamin department.



PARKE, DAVIS & COMPANY

DETROIT, MICHIGAN

*Ephedrine preparations for application
by spray, dropper, or pack to reduce swelling
and improve drainage*

DECONGESTION BRINGS

Relief

● A mild solution of ephedrine applied in isotonic solution to the tissues of the nose is comforting to the patient, and represents a physiological method of treating colds by topical application. Rarely is a physician called to treat a cold, that an inhalant of some kind is not prescribed.

Eli Lilly and Company was a pioneer in the development of preparations of ephedrine. Studies have been continued in the Lilly Laboratories until there is now available a wide

range of these products, including many logical combinations with 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). Prominent in the group are the original Inhalant Ephedrine Compound, first offered in 1926; Inhalant Ephedrine (Plain), which followed a few years later; and two more recent developments 'I-sedrin Plain' (Isotonic Solution Ephedrine, Lilly) and 'I-sedrin Compound' (Isotonic Solution Ephedrine Compound, Lilly).

THE PEABODY DRUG COMPANY

WHOLESALE DRUGGISTS • DURHAM, NORTH CAROLINA

Peanut Butter Sandwiches : Salted Peanuts

By



N. C. Branch Offices at

Greensboro

-

Fayetteville

-

Greenville

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

TABLETS

PHENOBARBITAL*Scientifically Correct Products*

TABLETS

VITAMIN B₁

Direct or through your wholesaler.

Inquiries invited on other pharmaceutical products.

L. P. MAYRAND*Manufacturing Chemist*

GREENSBORO, N. C.



A NEW PRODUCT...

For New Profits

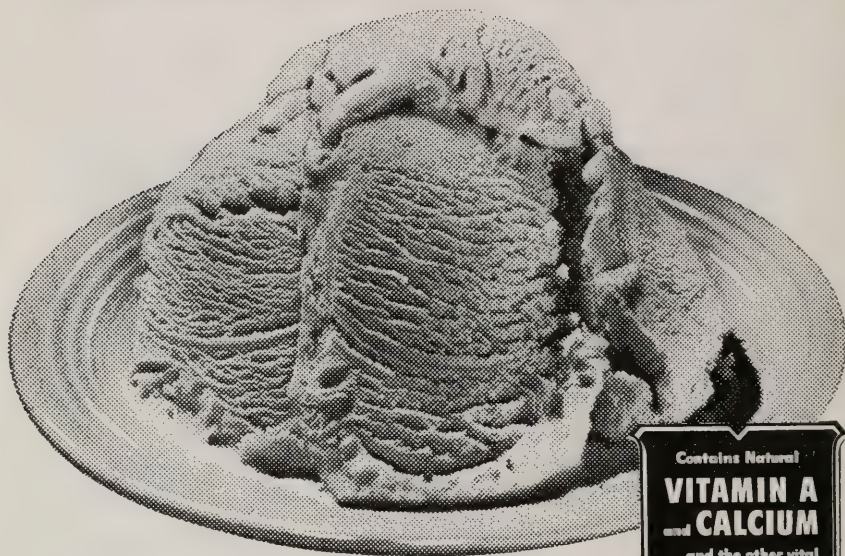
EVERCOL**ISOPROPYL ALCOHOL
RUBBING COMPOUND**

This new rubbing compound is the finest rub down you can possibly buy. There is no better quality obtainable and the special blend of neutralizers which we have used gives you a product that is pleasant to use. Order from your jobber. If he does not stock it, write to

THE McCAMBRIDGE & McCAMBRIDGE CO.
2201 Eagle Street Baltimore, Maryland

MAKERS OF EVERFRESH CITRATE OF MAGNESIA

Wartime Nutrition



Contains Natural
VITAMIN A
and **CALCIUM**
... and the other vital
elements of fresh milk

When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

Purepac



COUGH Remedies VITAMINS
MEDICINE Cabinet Supplies

FALL & WINTER
FREE GOODS
DEALS

WITH

Profits as high as 67%

ASK OUR SALESMEN

JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler

Selling Your Customers For YOU

Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day

**Nerve Racking
HEADACHE**



**Eases the Pain —
Soothes the Nerves**

The quick-acting ingredients in the "BC" formula ease headaches and gently soothe nerves. Also relieves neu-

RELIEVES HEADACHES



... and soothes Nerves upset by

HEADACHE and NEURALGIA

The prescription-type ingredients in the "BC" formula are readily assimilated. That's why "BC" offers

relief from headaches, muscular aches and neuralgic pains.

Nerves ruffled and upset by minor pains are also gently soothed by the quick-acting "BC" ingredients. Keep a 10c or 25c package handy. Use only as directed. Consult a physician when pains persist.



**B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA**

"Keep it on Hand—To Supply the Demand"

Timely Tips



PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
**R BOXES
& LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL

C. H. SMITH

Representative

Phone 3-5208 Charlotte, N. C.

Box 1001

POWERS-TAYLOR DRUG COMPANY

Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years
insures our ability to serve you
satisfactorily

The Seeman Printery, Inc.

Where Good Printing is a Habit

WE SPECIALIZE IN SATISFACTION
AND PROMPTNESS

Printers in Durham, N. C., Since 1885

FOR MORE THAN FIFTY YEARS

David's

SANATIVE WASH

Has been the standard remedy for Scabies
(the Itch) over the Southeastern States.



The current deal is

One bottle free with each 11/12 dozen
Expiration date January 31, 1944



From your own Wholesaler or from

OWENS & MINOR DRUG CO.

Incorporated

1000 E. Cary Street

Richmond, Virginia

"Who have been good drug wholesalers since 1882"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE

NORTH CAROLINA PHARMACEUTICAL ASSOCIATION

AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

Entered as second-class matter July 5, 1922, at the post office at Chapel Hill, North Carolina under the Act of March 3, 1879

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Vol. XXIV

NOVEMBER, 1943

No. 11

Annual Report

Once again we are privileged to present to the readers of the *Journal* an annual report of the North Carolina Board of Pharmacy, the current one being the sixty-second. As has been customary in the past we are also publishing a revised list of pharmacists and assistant pharmacists holding license to practice pharmacy in North Carolina.

In addition to the above information you will find in the Board's Report a list of all drug stores holding permits to do business in North Carolina as well as the names of all pharmacists from this State now in the armed forces.

From past experience we know that the information as supplied by the Board of Pharmacy through its annual report is widely read and kept for future reference. This is particularly true of the pharmacist-drug store lists.

In compiling the addresses of pharmacists every effort was made to insure accuracy; however, in the event your name is not properly listed, you are requested to notify the Secretary-Treasurer of the Board of Pharmacy, Mr. F. W. Hancock, Oxford, so the proper changes may be made.

The Board's Report—36 pages in length—is a credit to its members and especially to Mr. Hancock and his assistant, Mr. H. C. McAllister of Chapel Hill, both of whom spent much time and energy in compiling it.

Post-War Planning

Lack of space prevents our bringing to you this month the complete minutes covering the first two meetings of the Post-War Planning Committee; however, this information will appear in the *Journal* next month.

The organizational meeting of the Committee was held in Chapel Hill on September 27th. This was followed by a business meeting in the same town on October 27th. Later sessions of the Committee will be held after the first of the year.

National Pharmacy Week

Carl Goerch, Editor of *The State* magazine and one of North Carolina's most popular radio commentators, gave pharmacy a nice "plug" during his regular Sunday night broadcast on October 31st. This excellent beginning for National Pharmacy Week was followed up by a number of other radio talks by pharmacists throughout the State.

Public Relations Program

While we are not in position to release exact details at this time, we can definitely state that a program is being developed to inform the citizens of North Carolina—by radio, press and other means—that "The Pharmacist Is More Than a Merchant."

Someone has said: "What this country needs is a good five cent cigar!" Claiming no credit for originality we venture to say: "What Pharmacy needs is a good press agent."

"Why Study Pharmacy" Posters

Have you obtained one of the "Why Study Pharmacy" posters now available from the Association without cost. By placing one of these attractive, two-color posters in your store you may attract a worthy recruit to pharmacy. Send your request to W. J. Smith, Drawer 151, Chapel Hill, N. C.

News Notes from the Home Front

Durham—Whelan's Drug Store was partially "destroyed by fire on the afternoon of October 17. The fire, apparently starting in the women's rest room on the second floor, did considerable damage to three stock rooms on the same floor and the rear part of the first floor. Firemen declared it was the worst fire, from the standpoint of smoke, that they had fought in the past decade.

Southern Pines—Clement Byrd of Raleigh, who recently joined the staff of the Broad Street Pharmacy in Southern Pines, has now purchased a half interest in the Southern Pines Pharmacy from Howard S. Fox. Mr. Fox recently entered Service.

Hamlet—The robbers (two Negro boys) who broke into Culbreth's Drug Store recently, were apprehended and some of the stolen goods recovered.

Elkin—O. K. Richardson, pharmacist with the Turner Drug Company for the past several years, is now associated with Herbert Grice, Pharmacist at Clearwater, Florida. The Richardson family moved to Florida in the interest of their son's health. Mr. Richardson writes that he is very much improved, and that they are enjoying the Florida sunshine.

Raleigh—We have just had a notice of change of address from Thomas R. Rands, Jr. Before entering service, he was associated with the Person Street Pharmacy in Raleigh, and the Hawthorne Pharmacy at Charlotte. He is now stationed at the 41st Station Hospital, Camp Crowder, Missouri.

Washington, D. C.—The Congressional Record of October 7, sent us by Congressman Carl Durham, lists the following Executive nomination which has been confirmed by the Senate: To be Colonel, Pharmacy Corps—Arthur Elmer Brown. In addition there are listed nominations for five lieutenant-colonels, seventeen majors, twenty captains, ten first lieutenants. These commissions

were awarded to members of the Medical Administrative Corps, now absorbed by the Pharmacy Corps. The announcement has been made that the examinations for commissions in the Corps (72 as 2nd lieutenants) will be given in mid-January.

Indianapolis—Dr. Francis E. Bibbins, for many years Eli Lilly and Company's chief pharmacist, has received notice of his election to membership on the Revision Committee of the National Formulary.

Thomasville—J. V. Farrington, formerly associated with the Economy Drug Store of Hickory, is able to be out again after undergoing an operation at a Thomasville hospital.

Lincolnton—A. Hal Cornwell of the Economy Drug Store, recently went to Bessemer, Pennsylvania and was accompanied home by his wife and baby daughter who had been visiting Mrs. Cornwell's parents there.

Wilson—Governor J. Melville Broughton was one of the featured speakers on the annual program of the New York Board of Trade this year. Paul B. Bissette, Past President of the N. C. Pharmaceutical Association, was also in attendance at the meeting.

Morganton—As a result of shortage of help, Tom Cornwell has consolidated the two Cornwell stores into one main unit. The older of the two stores—formerly Davis Drug Company—has been converted into a luncheonette and leased to new management.

Greensboro—M. N. Goodwin recently accepted a position with the McDuffie-Eubanks Drug Company as prescriptionist. He replaces C. D. McFalls, now manager of the R. A. Ellington Drug Company, Madison.

Durham—Hunter L. Kelly of Watts Hospital Pharmacy is enjoying a well-earned vacation. Before leaving Mr. Kelly arranged with J. L. Cherry of Asheville to "pinch-hit" for him during the vacation interval.

Charlotte—Sapp's Drug Store of this city has been sold and converted to a drug sundry store.

Hickory—George R. Graves, representative of the B. C. Remedy Company in Western North Carolina, was erroneously listed in the Journal as residing in Durham. His address is 1201 Eighth Street, Hickory, N. C.

Charlotte—"One cannot operate today's business on yesterday's methods and expect to be in business tomorrow."—Voice of Lance.

Black Mountain—J. Louis Cobb of the Black Mountain Drug Company heads all of his letters "Corn Cobb Manor." Incidentally, have you been reading his articles on "Fountain Fiz" now appearing in *The American Druggist*? Mighty interesting reading.

Durham—George B. Godwin, 29-year-old Raleigh man, was sentenced on October 6 to serve 18 months on the State highways following his conviction in Durham recorder's court on a charge of illegal possession of morphine and a narcotics syringe. Godwin was arrested after he had attempted to pass a box of matches and a package of cigarettes, containing narcotics and a hypodermic needle to a prisoner in jail here.

Greensboro—We were sorry to hear that the Revolution Drug Store, operated by R. J. Sykes, was badly damaged by fire recently.

Durham—E. Clarence Tilley, B. C. representative, is a patient at Watts Hospital, having undergone an operation there October 11. We hope that he'll be able to be up and around very shortly.

Chapel Hill—Mrs. H. M. Burlage was recently elected District Vice-President of the Women's Auxiliary of the American Pharmaceutical Association.

Wilmington—J. M. Hall, Jr., formerly of Carolina Beach, is now stationed at Fort Benning, Georgia. He is to be addressed as Major Hall now, we understand.

Durham—Floyd Goodrich writes us that on a recent trip to New Orleans he bumped into

Karl Butts who used to travel in North Carolina for Lily-Tulip Cup Corporation. Mr. Butts asked to be remembered to his N. C. friends. He may be contacted now through Post Office Box 667, New Orleans.

Columbus, Ohio—The A. Ph. A. recently made Congressman Carl Durham of Chapel Hill, an honorary member for life, in recognition of his service to the pharmaceutical profession in introducing in Congress, and causing to be enacted into law, a bill to create a pharmacy corps in the Army.

Rocky Mount—Cpl. Oscar L. Umstead writes "I am in North Africa, serving with a hospital unit as pharmacist, and also helping the Medical Supply Officer of our unit in the requisitioning of medical supplies. My happiest thoughts are those when good U. S. A. shores are again visible." Cpl. Umstead may be reached by writing 114th Station Hospital, A.P.O. 763, c/o Postmaster, New York City.

Charlotte—D. C. Lisk, local pharmacist, was recently appointed a member of the Charlotte Advisory Board of Health to direct reorganization of the city health department and to supervise Charlotte's public health program. The Board is composed of three physicians, a pharmacist, a dentist, and two businessmen.

Burlington—R. G. Ham of Yanceyville who received his pharmacist's license in June, has accepted a position with Mann's Drug Store, Kannapolis. For the past three months, Mr. Ham has been associated with the Asher-McAdams Drug Company of Burlington.

Wilmington—E. D. Ledbetter who relieved L. E. Bunch of the Carolina Beach Drug Store for a short vacation, has accepted a position with Toms' Drug Store of this city.

Wendell—H. E. Henriksen is doing some relief work at Nowells Drug Store. For the past year Mr. Henriksen has been associated with the Boon-Isley Drug Company, Raleigh.

Buy War Bonds

Robert R. Bellamy & Son

Service Wholesale Druggists

Wilmington, N. C.

Buy War Bonds

It Pays You in Dollars

MR. DRUGGIST, it will pay you in dollars to keep adequate stock of Capudine. Our intensive newspaper advertising in North Carolina, with regular insertions every week, reaches over one million people. **THAT'S BOUND TO BRING CUSTOMERS TO YOUR STORE.**

So stock up now . . . buy the \$8.00 deal and get the extra 5% bonus. With this **DEAL** every sale means **EXTRA PROFIT**, both by the package and at the fountain.

Give Capudine a prominent display on your counter. It's a sure repeater and a generous profit maker.

Write for dose measure glass, counter cards and dummy cartons.

CAPUDINE CHEMICAL COMPANY
RALEIGH, N. C.

New York—E. R. Squibb & Sons announce a new Aluminum Hydroxide Gel Preparation. As offered by Squibb, the product is practically snow white, pleasant to take, lacking any suggestion of astringent taste. It is available in 12 ounce bottles.

Pinehurst—T. R. Cole of the Carolina Pharmacy, who recently purchased Crabtree's Pharmacy in Sanford, has been replaced by pharmacist M. S. Hinton of Asheville.

Kannapolis—A new drug store will soon be established near the Cabarrus County Hospital by R. E. Cornelius.

Greensboro—Roger McDuffie of this city has received many compliments concerning an ad which appeared in a recent issue of the *Greensboro Daily News*. It appears Roger took a pair of scissors, some paste and some good native ingenuity—the result being an ad any advertising firm would gladly credit as their own. The ad pictured two storks flying over the drug store, both laden with a bundle from heaven, and the following caption: "In view of the tire and gas shortage, shall we stop and pick up the usual supplies on the way?"

Detroit—Parke, Davis and Company announce a new streamlined process of Penicillin production. The present method of producing Penicillin requires from 6 1/2 to 14 days. According to Homer C. Fritsch, General Manager of Parke, Davis and Company, the new method will shorten the period of production to 3 days. This constitutes a significant forward step, since the bottle-neck in the Penicillin situation, to date, has been the fact that the drug has been available only in comparatively small amounts.

Durham—A new addition to the Traveling Men's Auxiliary of the N. C. P. A. is Gordon E. Cory of 1254 Westover Terrace, Greensboro. Mr. Cory represents the Dr. West Company in this area.

Clinton—H. Emmett Powell of Coastal Properties, Inc., Clinton, is interested in buying a soda fountain and other necessary equipment to furnish a soda shop to be es-

tablished at Cherry Point. If you have any soda equipment for sale, contact Mr. Powell at once.

Asheville—J. A. Goode of this city is slated to discuss "Pharmacy Legislation" in Atlanta on November 17. He is guest speaker on the program "Pharmacy—Today and Tomorrow" sponsored by the Southeastern Pharmaceutical Conference.

Washington—Assistant Attorney General Wendell Berge recently charged that the Wisconsin Alumni Research Foundation has fixed prices for vitamin D products at levels "which can only be regarded as extortionate" in view of the economic status of those with the greatest need of the vitamin—the poor.

Washington—The Court of Errors and Appeals recently handed down a decision of the New Jersey Supreme Court declaring that local ordinances regulating closing hours of drug stores are constitutional. In their decision, the Court recognized the danger to public welfare resulting from the present shortage of available registered pharmacists and the need to forestall the possibility of errors in prescription compounding by tired, over-worked pharmacists.

Greensboro—Page Mr. Ripley! W. D. Tennant of Walgreen's has three children: Richard D., 8 years of age; Linda Janis, 6; Homer Walter, 4, all born on December 24th. Nice Christmas presents!

Shelby—New operating policies for all Shelby drug stores have just been announced. The week-day schedule will be 8:30 a.m.-9 p.m. (except Saturdays). The stores will not open until 2 p.m. on Sundays. The delivery service has been curtailed, none being made after 6 p.m. except for prescriptions and orders for emergency use.

Durham—We are sorry to learn that Mrs. J. Floyd Goodrich, wife of the T.M.A. Secretary-Treasurer remains seriously ill.

Durham—We are glad to welcome C. T. Byerly of the Peabody Drug Company into the T.M.A.

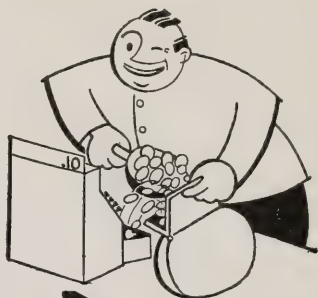
"ORDER BY MAIL From McCourts"

EITHER FOR IMMEDIATE
OR FUTURE DELIVERY

- Labels
— Rolls or Flat
- Boxes
- Physicians & Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.



It pays you 4 to 1!



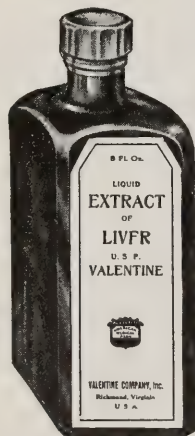
If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

BROMO-SELTZER

Emerson Drug Company
Baltimore, Md.

LIQUID EXTRACT OF LIVER



U. S. P.
VALENTINE

8 ounces net
1 dozen at list
\$21.00

Through whole-
saler

Valentine Company, Inc.
Richmond, Virginia

Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Charlotte Drug Travelers

The Charlotte Drug Travelers held their regular monthly business meeting and luncheon at Thacker's Restaurant, Saturday, Oct. 2, at 1:15 p.m. Mr. J. G. Barnette (E. B. Reid Company) presided. Mr. Rease Inge of Atlanta, Southern Sales Manager of E. R. Squibb & Sons, was a visitor and the guest of Mr. C. W. Hagood, Club member and Charlotte representative of the same company.

It was voted by the club to have a dance at the Club House the following Saturday, October 9. It was decided to designate someone to furnish a prize for each meeting; this prize to be merchandise of the firm for whom the donor worked. Each member present is to be given a number at the door, and at an appointed time, a number will be drawn from a hat and the holder of the corresponding number wins the prize.

The next meeting of the Club will be held at the usual place on November 6th. The Club extends a cordial invitation to any visiting representatives who happen to be in Charlotte on that date, to join them at their luncheon.

Charlotte Women's Druggists' Auxiliary

The Charlotte Women's Druggists' Auxiliary held their regular monthly meeting October 12th at Efrid's private dining room. Twenty-seven members attended. Mrs. T. R. Edwards gave the invocation. A delicious luncheon was served and the table was graced by a beautiful bowl of Mrs. Joe Monroe's own garden flowers. Mrs. W. R. Dixon, Secretary and Treasurer, gave her report of the last meeting.

The speaker, Mrs. Norris Russell, past-president of the Charlotte Women's Club, gave a splendid talk on the urgent need of the new National War Fund Drive, suggesting one fund for all charities such as Community Chest, U. S. O., Soldier Centers, etc.

Our President, Mrs. Foster Thomas, had fifteen pages cut from current magazines,

with all clues to the names of advertisers removed. These pages were passed around, and the one who named the most advertisers correctly received favors. Mrs. E. I. Butler was first with Mrs. W. B. Holmes as second. Mrs. Thomas announced a covered dish luncheon at her home on October 20th. Her Alabama hospitality was very, very evident.

Mrs. Mae Murphy, who joined the Auxiliary last month, was reported to have fallen at her home and broken her ankle. The entire Auxiliary extend to her their sympathy.

Five Star Final

This is a Five-Star Extra Edition and it's Real News!

Mr. J. L. Fesperman, auditor for Scott Drug Company, is a very likable person; he has been in the employ of Scott Drug Company for many years. He is very modest and unassuming, but he and his lovely wife have something which very few parents in the United States can boast. They are the proud parents of five fine sons, all of whom are in the Armed Forces of our Country.

Words seem so flat and meaningless when we attempt to pay tribute to you, Mr. and Mrs. Fesperman. Such patriotism and loyalty to one's country as exemplified by the service of your five sons, can be attributable only to fine rearing and proper teachings, inculcated in them from childhood by such great parents as you. Your names should be in the Hall of Fame with other none less great parents of the world. Again we salute you, Mr. and Mrs. Fesperman.

We know you are proud of all your sons and our prayers and the prayers of all your friends, go out for the safe return of your boys.

As a further tribute to you, Mr. and Mrs. Fesperman, and tribute and respect to each of your sons, we are pleased to list each by name and give a brief sketch of each one.

Sgt. J. L. Fesperman, Jr. is in Chemical Warfare Service, located at Camp Seibert, Alabama. Sgt. Fesperman is married and was formerly with E. I. Dupont Company.

WE HAVE A NEW FORMULA

... Improved in consistency or "body"—it stays on the bristles while you clean. ... Neutralizes mouth acids wherever it comes in contact with them. ... Delightfully flavored. ... Scientifically balanced for effective cleansing. Over 170 tests are applied as safeguards to quality.

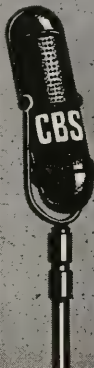
WE HAVE

Plenty of Stock

This in itself is big news these days—but it's only part of the story.

We have

A New Radio Show

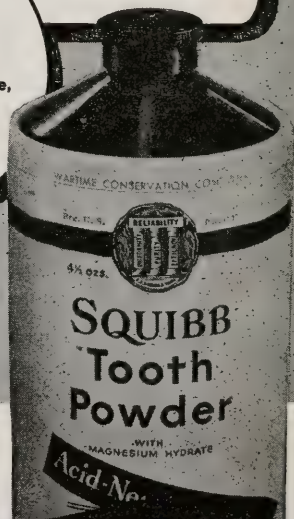


A brand new show—

"To Your Good Health"—broadcast every Monday, Wednesday and Friday (6:15 - 6:30 E.W.T.) over the entire CBS network. This sparkling musical show featuring Lyn Murray's famous orchestra and the Squibb Chorus of Stars will stress Squibb Tooth Powder.

An ATTRACTIVE CONTAINER

Compact, easy to handle, easy to display, vapor-proof, and moisture-proof.



YOU have an Opportunity

With plenty of Squibb Tooth Powder available—with a radio program to bring you new customers—with display material to make selling easy—you can enjoy a substantial volume of business and rapid turnover. Compare the cost and contents of Squibb Tooth Powder with other nationally advertised brands. You'll find it is mighty economical. Incidentally, this new product costs us 20% more to produce—but in anticipation of greater volume we are maintaining the same cost to you and to the consumer.

Now is the time to
BUY... DISPLAY... and SELL
SQUIBB
TOOTH POWDER
"Taste and Feel the Refreshing Difference"

THREE NEW DISPLAY UNITS

are available. Your Squibb Representative has them—or write the nearest Squibb Branch Office

He is now at home with his parents on a furlough.

Sgt. Thomas G. Fesperman is in the Engineers and is now on maneuvers in Oregon. He is married, and was formerly a reporter for the *Charlotte News*.

Sgt. Howard F. Fesperman, Supply Sergeant for an Artillery Battalion, at present is somewhere in the desert in California or Arizona. He is married, and was formerly in the employ of Southern Radio Corporation.

Corp. Charles N. Fesperman is in the Artillery, and is on maneuvers somewhere in Oregon.

William G. Fesperman, Seaman, 1st Class, is stationed at the U. S. Naval Air Station, Fort Lauderdale, Florida.

And that is what we call a *Five Star Extra!*

News Briefs

Mr. Joe Monroe of the Carolina Cut Rate Drug Store, spent one week in New York on a business trip. He stopped at the New Yorker. Altho' his week was crowded, he did manage to attend three World Series Games.

Mr. Tom H. Williams, District manager of Eckerds, Incorporated, spent two weeks in New York, stopping at the McAlpine Hotel. Mr. Williams reported seeing one of the World Series Games.

Mr. J. G. Barnette of E. B. Reid Company, combined pleasure with business by spending the week ending October 16th in Durham. He took in the Duke-Carolina football game, and then worked out of Durham the following week.

James Edward Bennick, son of Mr. and Mrs. Johnnie Bennick (Scott Drug Company) was in Charlotte for a week-end visit. James is a student at Oak Ridge, near Winston-Salem.

Mrs. H. L. Bizzell was called to Raleigh last week due to her sister's illness.

Mrs. Johnnie Bennick was in Robbinsville, N. C. last month, visiting her nephew and family. Did you do any fishing in Lake Santeehlah, Kate?

It seemed that New York was a popular place for Charlotte druggists during the recent World Series. Mr. and Mrs. Howard Niven, owner of Niven Drug Store, spent several days in New York. They were ac-

companied by Dr. and Mrs. G. W. Black, also of Charlotte. They stayed at the Park Central Hotel, and crowded a lot of good times in while there, seeing three World Series Games, taking in several night spots, and seeing the very popular musical comedy—"Oklahoma."

Pharmacist Mate Leslie Barnhardt, who is stationed at Charleston Navy Yards, spent a 1-day furlough in Charlotte with Mrs. Barnhardt. They also visited in Mt. Gilead, N. C. Before entering Service, Pharmacist Mate Barnhardt was sales representative for Armour and Company, Biological Extracts.

Mr. and Mrs. Clyde Webb, local Charlotte druggists, have their son, Lieutenant (jg) William B. Yates, of the Merchant Marine, home for a two-weeks furlough. Lt. Yates reports having seen plenty of action. He has just returned to the States from a three-month trip taking in Gibraltar, Oran, Algiers, Malta, Sicily, Tunisia and Bizerte.

Mr. W. B. Holmes (Vitamin Dept. Merck Company) has been at a millers convention in Knoxville, Tenn. From there he went to Chicago for several days for a sales meeting of his company.

Mr. Gene Saunders (Ray-O-Vac Co.) who was out of town when his granddaughter was born, has been making up for lost time by passing out cigars lately in honor of the event.

Mrs. C. H. Smith, State President of the Women's Auxiliary of the N. C. P. A., has her niece visiting her from Arkansas.

Mrs. E. H. Hemmle spent several days with her husband while he was working territory around Blowing Rock, Boone, and North Wilkesboro. She reports the mountains were beautiful with foliage of the trees taking on all their grandeur of Fall.

Mr. J. E. Allen (Burwell Dunn Company) who had his picture in last month's Journal, holding up a large bass caught in the Catawba, says we owe him an apology. We had the weight of the fish down as 2¾ pounds and Mr. Allen says it was 3¾ pounds. O.K., Mr. Allen, we'll give you another pound of bass and no red stamps asked. Sorry for our mistake.

Mr. M. W. Stone (H. B. Hunter Company) reported the other day that "Stony, Jr.," his son, was really getting big. Must be feeding him some of that good Hunter's chocolate.

JUST THINK THIS OVER

First, think how difficult it would be to start from scratch and to acquire your present investment under current conditions.

Then, think of the loss you would suffer if your store was destroyed by fire. A frightening thought, isn't it?

You can see how important it is to have plenty of fire insurance in the right company.

You cannot afford to risk your all when fire insurance costs so little.

A card will bring you our plan.

THE AMERICAN DRUGGISTS' FIRE INS. CO.
AMERICAN BUILDING CINCINNATI, OHIO

SOME OF OUR STATE AGENTS

E. F. RIMMER
Box 377
Sanford, N. C.

RALPH M. CROSSON
P. O. Box 475
Columbia, S. C.

HAVE YOU NOTICED

The Trend to Better Merchandise?



● In almost all lines, the quality items are getting the play. Scarcity on the home front has convinced more people that quality pays than all the words talented ad men ever wrote. That's why Pal Blades have gone so rapidly to the front.

● Here are quality blades, rigidly inspected, and hollow-ground to give the famous Pal "FeatherTouch" shave. Parcel out your supply carefully—to all your customers.

*Order Through
Your Wholesaler*

PAL

hollow-ground
RAZOR BLADES

Pal Blade Co.

595 Madison Ave.

New York, N. Y.



Mist from the Mountains

By JAMES W. HARRISON, Asheville

In the recent War Bond Drive Asheville went well "over the top." The plan followed was used successfully in a number of cities: namely, adjusting a quota to each industry in groups such as retail clothing, retail druggists, manufacturers, wholesalers and others. Eckerd's with R. E. Young sounding the bell-wether, sold bonds to the amount of \$44,300! The plan used to attain this handsome figure was so simple that it worked—a booth was constructed in the store, an extra minute or so with customers and potential bond buyers, the exhortation to take change in stamps, and the four requisites of any sale: Attention, Interest, Desire and Action, were used to good effect. This \$44,300 figure is not an arbitrary amount. It can be topped. There are other drives in the offing and the druggists of this community, than whom there are none more patriotic and zealous, may well be determined that this figure for one store shall be overtopped by one store in the next drive.

Don Plemmons (Adams-Blauvelt) spent the last few days of September and the first few of October in hospital having some superfluous tonsils removed. Despite a few minor complications, Don is now back on the job feeling fitter.

Roy Johnson (Johnson Drug) obeyed his physician and took to his bed for a few days in late October. Nothing more serious than a too high blood pressure, but Roy is wise in not treating lightly an ailment that could become more serious.

The pharmacists and clerks of Eckerd's are now taking vacations in rotation. Quite a good idea, waiting for Autumn and the so-called slack season. Paying heed to the wishes of the government and ODT, they are vacationing in their own back yards.

Beaman Pinner (Pinner's) has been transferred from Camp Flores, Jackson, Mississippi, to the Medical Detachment, O'Reilly General Hospital, Springfield, Missouri, with the U. S. Army.

Charlotte Street Pharmacy, in the quest for more room, has closed the door opening on Chestnut Street in favor of a much larger door to open on Charlotte Street. This will give more room for traffic within the store and allow more room for front shelves as well as furnish a larger prescription department. To keep pace with the growth of business, J. C. McGee, has felt the need of making periodic changes in the floor plans of the store. He says, "I'll have a good working knowledge of architecture in another year or so."

C. E. Cline has resigned as prescriptionist at Salley's and has made no plans as yet toward reopening a "Cline's" or moving from Asheville.

Moss Salley, accumulated his "A" gasoline coupons to the extent of a trip to Pauley's Island, where he and Mrs. Salley spent a delightful week of fishing and acquiring nice tans from Old Sol's rays.

Halcyone Belle Collier, June grad from U. N. C. School of Pharmacy, has a position with Eckerd's where she is gaining the experience necessary to take State Board examinations. Miss Collier's home is Fairview and is pleased to have a position so near her home.

Albert Chandley (Goode's) spent a week in late October in New York on business.

Druggists, of course, are one typical cross-section of humanity, and have acquired hobbies that furnish criteria of their character. Even so, there is the man who fishes, having traits as unlike those of his brother fisherman as comparison can be imagined. But

one predominating trait common to all is the love of pharmacy which makes his vocation as near to an avocation as a scientific profession ever becomes. It would be interesting to know just how much the druggist's hobby affects his vocation. But it would be more interesting to know the druggist and just what his hobby is. (Per-

haps the editor will sometime make a survey and enter a tabulation of the druggists and their hobbies.) Meantime here is a partial list:

C. E. Bolinger (Eckerd's)—Philatelist
Charles Sisk (Pinner's)—Philatelist
Joe Aiken (Aiken's)—Hunting and Fishing
Moss Salley (Salley's)—Fishing



Easy to use

P. D. G. PRODUCTS, INC.
HIGH POINT, NORTH CAROLINA

DR. FOSTER'S L-K

\$1.25 size - \$8.00 dozen list

Pierce's FUNGI-SOL

35c size - \$2.80 dozen list

Pierce's KOLRON

35c size - \$2.80 dozen list



"IT'S FAMOUS

because

IT'S GOOD"

Prescription Balances Repaired

Speedily Accurately Economically

Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.
915C E. Cary Street Richmond, Va.

For Sale

To N. C. registered pharmacist, drug business in Eastern Carolina. Small town, small investment, low overhead, good future. Details will be furnished if you really are interested. Owner retiring. Write W. J. Smith, Drawer 151, Chapel Hill, N. C.

U. N. C. Pharmacy School

So many activities have been in progress at the Pharmacy School since the Fall term opened the latter part of September that it is difficult to keep up with everything.

Pharmacy Senate

The Pharmacy Senate has already met twice, the first time on September 29th. At this first meeting of the Fall, Bill Viall, Chairman, presided. A short business meeting was held, in which the main discussion centered around a party for the entire student body. The other organizations of the School of Pharmacy will assist in sponsoring the party to be given early this Fall. The meeting was then turned over to Dr. Brecht, who presented a report to the Senate on the meeting of the American Pharmaceutical Association at Columbus, Ohio, September 9-11. This report proved to be interesting and educational to all the members. The session was then adjourned to meet again October 13th.

The second meeting opened with a short business session, after which an interesting discussion on Pharmaceutical display was held, with everyone taking an active part. The meeting was adjourned until October 27th.

Sam Black, Reporter.

Student Branch of the N. C. P. A.

The Student Branch held their first meeting of the Fall on October 14th. The President, Bill Taylor, presided. He called on

W. J. Smith, Secretary of the N. C. P. A. for a short talk on the history of the Student Branch. This was followed by the tapping ceremony of Rho Chi. The final feature of the meeting was a series of short-length movies.

Kappa Epsilon Pharmacy Sorority

The girls of Kappa Epsilon Sorority gave a delightful tea in honor of the new girls who have entered the School of Pharmacy this year. The tea was served from 5 until 6 o'clock in the small social rooms of Me-Iver Hall, one of the co-ed dormitories on Wednesday, September 29th. Miss Alice Noble, Sponsor of the Sorority, poured tea. The guests were greeted at the door by Miss Anna Frances Rimmer, President of the Sorority. Those assisting in serving were the other members of Kappa Epsilon. They are: Lucy Lee Kennedy, Muriel Upchurch, Laurel Lee Williams, Frances Cole, Doris Bullard, and Virginia Caudle. Nancy Hunt and Elsie Hudson, pledges, also helped serve. The faculty wives were among the guests who were present. All-day suckers, dressed in white crepe paper to make dolls, were given as favors.

The Alpha Gamma Chapter of Phi Delta Chi Fraternity were hosts at an informal party at their House October 4th at 8 P.M. This was in honor of the first-year boys at the Pharmacy School. Dr. E. A. Brecht, and W. J. Smith were special guests.

Dear Smith:

Many thanks, old fellow, for the nice letter for Craig. It was received several days ago and promptly forwarded to him. I am sure he will appreciate it, for it was much more fully expressed than I could have done.

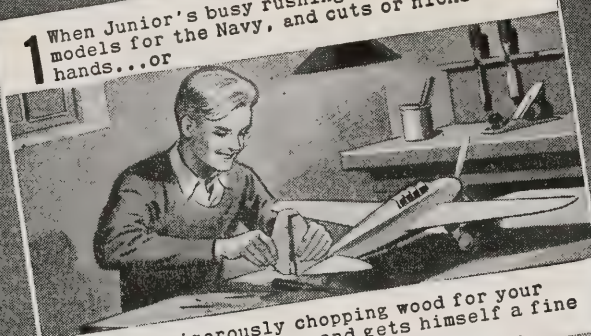
His last letter was from Sicily, but I have an idea that the next one will be from Italy. He wrote that lots of the Sicilians knew all about America. Most of them have relatives in this country, while several he had talked to had served time in some of our prisons for selling liquor.

The bulk of the Sicilians are little more than serfs. For this reason they thought nothing of taking a chance of going to prison for the privilege of making some money by selling liquor, so that they could return to the homeland and join the aristocracy.

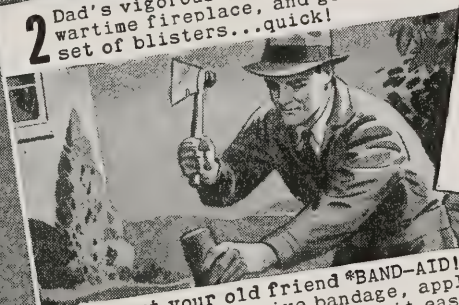
Yours very truly,

S. M. Purcell
Salisbury

1 When Junior's busy rushing out airplane models for the Navy, and cuts or nicks his hands...or



2 Dad's vigorously chopping wood for your wartime fireplace, and gets himself a fine set of blisters...quick!



This new advertising—
appearing throughout
this fall in leading
magazines—is another
reason why you should
stock and display
BAND-AID now!

3 Get out your old friend *BAND-AID! This neat, ready-made adhesive bandage, applied after treating the injury, makes it easy to protect small hurts from dirt, germs, trouble.



4 BAND-AID comes to you STERILE. 1—with plain pad. 2—with mercurio-chrome pad. 3—with sulfa-thiazole pad. Never take chances with even minor injuries. Keep BAND-AID ready.
In 5¢, 10¢, 23¢, 39¢ sizes. Sulfa-thiazole Band-Aid in 23¢ size only.



BAND-AID

*Band-Aid is the Reg. Trade-mark of the adhesive bandage made exclusively by Johnson & Johnson

Johnson & Johnson
NEW BRUNSWICK, N. J. CHICAGO, ILL.

LISTEN TO EDWIN C. HILL in
"The Human Side of the News"
every Tuesday evening.

Out of the Mail Bag

One of the joys of being a Secretary, especially to a group as large as the North Carolina Pharmaceutical Association, is the privilege which it affords toward carrying on such a varied correspondence with the members. Each day as the mail arrives we hurriedly scan it hoping that there will not be too many brickbats coming our way. Occasionally out of the mail bag comes an unusual, interesting, or congratulatory letter which brightens the rest of the day. From time to time we will reproduce some of these letters, hoping you find them interesting too.—Ed.

Caroleen, N. C.

Sept. 11, 1943

Hello, Brother Smith:

While catching up with all my correspondence today my thoughts turned to you and the fine work you have done and are doing for we—some of us—undeserving pharmacists of the Old North State.

Just reviewed your late communication on the gas situation; that is, the CO₂ and not the gasoline end of it, and I wish to assure you that although the business I am connected with handles only the bottled product I approve and appreciate your efforts to bring about fair play for all concerned.

"Why should my song not be of those, who, living, still can hear its praise" etc. comes to mind, and I wish to assure you that there is one undeserving member of our order that appreciates all that you and your co-workers have done. "Strength to your arm and steel to your blade" and whatever material compensation you and your helpers may never receive as your just dues. It is my hope that you will find some measure of satisfaction in the knowledge that you have and are rendering fine service to a worthy cause.

In my previous communication I told you about our turnover in the help situation. We have a new combination at present. As there is an abundance of the preaching fraternity in North Carolina I employed one, over draft age, preacher as "keeps" for the duration. Now, when we get in a jam, I cuss my way out and he prays "his'n." The combination is working very satisfactory.

Again, assuring you of my interest in your good work and with best wishes.

Sincerely,

C. M. Cain

North Africa

September 17, 1943

Dear Congressman Durham:

Yesterday I received bulletins from Mr. W. J. Smith, Secretary of the N. C. P. A. concerning the Pharmacy Corps Bill which was passed by Congress through your efforts. Please accept this letter as a note of my thanks and appreciation to you for your diligent work in behalf of American pharmacists, and myself as one of them. A lot of water and other things have passed under the bridge since I knew you as a pharmacist in Chapel Hill. I was a pharmacy student there from 1937 to 1941 and graduated with a Bachelor's Degree in Dean Beard's school. After graduation I worked for People's Drug Stores in Washington in the store near the Evening Star Building on Pennsylvania Avenue, N. W. Until I came into the Army I worked there and on occasion I saw you from the lobby in Congress and on another occasion when you were dining with friends at the Mayfair (Cafe of the Nations) on Thirteenth Street just above the Earle Theatre. Each time you were very busy and I didn't approach you. However, when I return I would like to personally shake your hand for your splendid work. Right now we are pretty busy over here trying to do our part to help our boys on the front capitalize on the "Italian Surrender." There is still a long way to go and a lot of fighting to be done, but the date of Victory has been hastened. At the present I am a sergeant in the pharmacy of a field hospital and strange as it may seem, I have been in this work ever since I came overseas. However, I hope the Bill will affect us over here for it will mean a lucky break for many deserving pharmacists who have been less fortunate than I have. All of us here are O.K. and although we are a little new at this war game, we have done pretty well for our Country and the Allied cause. Here's hoping for the best of health, a merry Christmas, and a successful New Year.

Yours for Victory,

(Signed) J. A. Creech

NORTH CAROLINA BOARD OF PHARMACY

Members and Organization, 1943-1944

COMMISSIONED BY HIS EXCELLENCY, THE GOVERNOR
OF NORTH CAROLINA

F. W. HANCOCK, Oxford.....	Term expires April 28, 1944
J. G. BALLEW, Lenoir.....	Term expires April 28, 1945
M. B. MELVIN, Raleigh.....	Term expires April 28, 1946
E. V. ZOELLER, Tarboro.....	Term expires April 28, 1947
R. A. McDUFFIE, Greensboro.....	Term expires April 28, 1948

PRESIDENT

EDWARD V. ZOELLER.....	Tarboro
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SECRETARY-TREASURER

F. W. HANCOCK.....	Oxford
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ATTORNEY

F. O. BOWMAN.....	Chapel Hill
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SIXTY-SECOND ANNUAL REPORT

OF THE

NORTH CAROLINA BOARD OF PHARMACY

LETTER OF TRANSMISSAL

Oxford, N. C.,
June 1, 1943.

Meetings

To His Excellency,
Governor J. Melville Broughton,
Raleigh, N. C.

SIR:

In compliance with Section 6654 of the Consolidated Statutes of North Carolina, I have the honor to submit to your Excellency and the North Carolina Pharmaceutical Association a report of the proceedings of the North Carolina Board of Pharmacy for the year ending May 31, 1943.

During the year only one meeting of the Board was held and that was at Chapel Hill, N. C., June 16 and 17, 1942.

Because of war conditions and so few applications received, the Board decided not to hold the usual November meeting this year.

At the June meeting of the Board, Dr. E. V. Zoeller of Tarboro, North Carolina, presented his commission from the Governor as a member of the Board for a term of five (5) years, from April 28, 1942.

Attached thereto was the oath of office taken before the Clerk of Superior Court of

Edgecombe County. Upon motion, he was unanimously re-elected President of the Board and re-entered upon the duties of the office.

Examinations

Only one examination was held during the year, this being in June, 1942, in the Howell Hall of Pharmacy, Chapel Hill, N. C.

The following pharmacists were successful and were licensed and registered.

GRADUATES IN PHARMACY

Twenty-two (22) in Number

Biggs, John Waller	Smallwood	Washington
Cox, Mrs. Ruth	Mosby	Winston-Salem
Eldridge, Claudia Josephine		Bristol, Tenn.
Greene, Frank Arthur, Jr.		Suffern, N. Y.
Gunter, Van Wyke		Richmond, Va.
Holland, Thomas Marshall		Mount Holly
Hood, David Henry		Dunn
King, Alfred Henderson		Durham
Kornfeld, Abraham		Rocky Mount
Mattocks, Albert McLean, Jr.		Durham
McAdams, Jack Webster		Burlington
McCrimmon, Dan Grier		Hemp
McGowan, David Foy		Asheboro
McKnight, Leonia Erastus, Jr.		Fayetteville
Moore, Banks McSwain		Salisbury
Scoggin, Herbert Palmer		Louisburg
Shade, Kenneth McKinley (col.)		Wilson
Simmons, Foster Joel		Conover
Tee, Harry Cleveland, Jr.		Harrington, Del.
Thompson, Troy Hue (col.)		Burlington
Thornton, John William, Jr.		Dunn
Trotter, Pinkney Lawson		Pilot Mountain

ASSISTANT PHARMACISTS

Taking Pharmacists Examination

Two (2) in Number

Holland, Louis Lea	Apex
Huntley, Clarence Oscar	Lenoir

Inspection Work

We regretted very much to lose Mr. W. J. Smith from this work. He has been with us as Assistant Inspector for 1942, giving us a part of his time—and was with us for several years previous to this. We would have been very glad to have retained him in this capacity, but his work as Secretary-Treasurer of the N. C. P. A. and Editor of the CAROLINA JOURNAL occupied all of his time.

Mr. H. C. McAllister has given us his en-

tire time during the year, doing other valuable work in connection with his inspections.

One important thing he did was at the suggestion of the Commissioner of Narcotics, and was the visiting of Permitted Physicians holding permits to conduct drug stores and having them—during the duration—to become part owners of the stores they conduct and signing the applications for them.

Other duties were the collecting of renewal fees, and Associational dues and the securing of new members. I would appreciate your reading his report, which is incorporated in mine. He secured 29 new members for the Association and collected \$1,370.00 for Associational dues.

We regret exceedingly the number of stores that are being operated by unlicensed persons, but the conditions have been such that it has been almost impossible to correct these violations, although we have been able to change or correct some.

We were very anxious that the last General Assembly should pass several important amendments to our Pharmacy Law to help us in its enforcement. However, they were afraid to do this, thinking that if such amendments were enacted into law others might be introduced that would be hurtful to our present law. We are hoping that after the duration of the war our Pharmacy Law will be greatly changed so that it can be easily and thoroughly enforced.

ANNUAL REPORT OF H. C. McALLISTER, ASSISTANT INSPECTOR OF THE NORTH CAROLINA BOARD OF PHARMACY

From June 1, 1942 to June 10, 1943

504 B North Street,
Chapel Hill, N. C.,
May 10, 1943.

To the Members of
The North Carolina Board of Pharmacy:

I have the honor to submit herewith a summary of inspection work for the period of May 1, 1942 to May 1, 1943. I have made 907 inspections of establishments in 257 towns. These inspections cover the following types of businesses:

Retail Drug Stores.....	881
Doctor's Offices	8
Soda Shops	6
Wholesale Druggists	2
Hospitals	2
Drug Manufacturers	2
Grocery Stores	3

The inspection work this year has been conducted in a slightly different manner than in years past. Many more problems have been encountered this year than ever before. At the beginning of the war there were slightly more than one thousand registered pharmacists engaged in retail pharmacy full time. Up until May 1942, fifty-one had volunteered for service in the armed forces. In December 1942, Pharmacy was declared an essential industry and pharmacists employed full time in retail pharmacy were eligible for deferment. Nevertheless, a substantial number of pharmacists felt that their duty was with the armed forces and volunteered for service or refused to ask for deferment under the above cited directive. At the present time there are more than one hundred pharmacists from North Carolina with the armed forces over the world. This constitutes more than ten per cent of the number which was employed in retail work when the war began.

This year death has claimed a substantial number of our group. These men were not replaced by new graduates since most of these graduates were enlisted in some branch of the reserve forces and were called to duty upon the completion of their work, leaving other vacancies unfilled. Considering these two categories, a total loss of personnel of between thirteen percent and fifteen percent has been suffered by retail pharmacy.

It has been the policy of the inspector to deal with each case on the basis of its own merits. The insufficiency of registered pharmacists to properly man the existing drug stores has demanded such action. At the present time there are eighteen stores in the state operating on an unsatisfactory basis which must be changed. The attitude of the law enforcing officials has been one of cooperation during the past year. However, it has been the disposition of some proprietors to take advantage of this fact.

As the situation regarding registered pharmacist is becoming more clear and their status under the Selective Service is better defined, we shall expect and require a greater degree of cooperation from those proprietors now operating their stores without pharmacists.

Some effort has been directed this year to the interest of the Association. The results of these activities are as follows:

Dues and Membership Fees.....	\$1,370.00
New Members	29

The above figures do not include the amount collected while working with the Secretary of the Association or that collected at the convention last year.

With the capture of the Southwest Pacific territory by our enemies, this country suffered the loss of our greatest source of supply of quinine bearing drugs. Also the areas in which our forces have been fighting demanded larger use of quinine than our government has been able to procure through normal channels. As a result, retail pharmacy has been called upon to surrender present stocks of quinine for use with the armed forces. Some of my time has been devoted to the collection of this material. Since the program began, I have collected and turned over to the secretary of the Association the equivalent of thirty thousand five grain doses. This material has been forwarded to the National Quinine Pool in Washington. Much has already been sent on its way to the soldiers. The Secretary of the Association is to be congratulated on his efforts to make this program a success. It is felt that there is still a large supply of quinine available on the shelves of drug stores throughout the state. It is most urgent that this material be released for the use of our fighting forces. It is a real opportunity to show our patriotism and to contribute to the war effort.

I should like to take this opportunity to express my appreciation to Mr. F. W. Hancock and Mr. W. J. Smith for their help in carrying on the work of inspection.

Respectfully submitted,

H. C. McALLISTER,
Assistant-Inspector.

PHARMACISTS REGISTERED AND RE-REGISTERED

Abernethy, J. G.	Elkin
Brison, S. P.	Belmont
Chesnutt, J. M.	Clinton
Congdon, G. G.	Norfolk, Va.
Cornelius, R. E.	Kannapolis
Cox, L. H.	Belmont
Davis, I. I.	Concord
Formyduval, Morrison	Whiteville
Fox, L. G.	Rockingham
Harrison, L. S.	Greenville
Mayrand, L. P.	Greensboro
McBane, J. O. D.	Greensboro
McGhee, G. L.	Charlotte
Nelson, W. G.	Akron, Ohio
Norman, J. P.	Greensboro
Parker, R. H.	Belhaven
Pegram, A. B.	Raleigh
Pender, F. H.	Asheville
Pope, A. R.	Gastonia
Porter, J. D.	Belmont
Quinn, F. D.	Shelby
Sample, W. A.	Statesville
Smith, D. A.	Baltimore, Md.
Snypes, C. D.	New Bern
Tucker, R. H.	Reidsville
Watkins, J. C.	Emporia, Va.
Whartman, C. J.	Hillsboro

PHARMACISTS REGISTERED AND RE-REGISTERED BY RECIPROCITY

Black, Samuel	Hendersonville
Cooke, F. X.	Wilmington
Howell, J. G.	Spencer
Oliver, G. G.	Lumberton
Russell, H. G.	Raleigh

WOMEN PHARMACISTS REGISTERED IN STATE

Eighteen (18) White and Two (2) Colored	
Barber, Miss Ernestine Ray	Williamston
Barnhill, Miss Mabel	Bethel
Bryant, Miss Nan (Assistant)	Tarboro
Bullock, Miss Blanche Jarvis	Reidsville
Burks, Anna Dean	Chapel Hill
Burrus, Miss Blanche Evelyn	Canton
Bush, Miss Jean	Clinton
Bush, Miss June	Clinton
Caudill, Mrs. Altajane Holden	Elizabethton, Tenn.
Cox, Miss Clarice C.	Greensboro

Duguid, Miss Helen Williams	Orlando
Gardner, Mrs. W. K.	Charlotte
Greyer, Mrs. Joe W.	Delplane, Va.
McCarn, Mrs. L. W.	Kannapolis
McConnell, Miss Ethel (Assistant)	Newton
Mitchener, Mrs. J. A., Jr.	Edenton
Rimmer, Mrs. Helen Bell	Sanford
Willis, Mrs. B. Averitt	Fayetteville

Colored

Easley, W. V.	Whiteville
Pearson, M. E.	Durham

The Beal Membership Prize

Mr. David Henry Hood of Dunn, N. C., made the highest average (93%) of all candidates taking our examination June, 1942, thereby winning the Beal Membership Prize. I, therefore, recommend that the Membership Certificate be issued to him.

NORTH CAROLINA REGISTERED PHARMACISTS IN SERVICE WITH THE ARMED FORCES OCTOBER, 1943

Baker, J. L.	Nashville
Barnhardt, L. E. (Assistant)	Charlotte
Biggs, J. W. S.	Washington
Bigham, R. H.	Lexington
Boyd, S. B.	Sanford
Brame, M. M., Jr.	Durham
Brown, E. T.	Durham
Brown, H. G.	Hillsboro
Browning, A. C.	Greensboro
Bruce, Tom.	Hot Springs
Buchanan, E. C.	Kinston
Buchanan, E. W.	Greensboro
Cable, M. L.	Asheville
Cline, M. L.	Asheville
Creech, J. A.	Salemburg
Dennis, C. M.	Shelby
Dillon, H. E.	Elkin
Elson, J. R., Jr.	Enka
Evans, W. B.	Enka
Evans, J. E.	Marion
Fordham, C. C., Jr.	Greensboro
Forrest, B. B.	Hillsboro
Fox, J. H.	Asheboro
Fox, J. C., Jr.	Randleman
Fox, H. S.	Southern Pines
Gaddy, Phil	Marshville
Garren, F. O.	Wilmington
Grantham, R. B.	Red Springs

Greene, F. A., Jr.	Suffern, N. Y.	Simmons, W. C.	Conover
Guthrie, C. H.	Beaufort	Smith, H. E.	Conover
Gwynn, A. A. (Assistant)	Leaksville	Smith, L. W.	Kannapolis
Hall, J. M., Jr.	Wilmington	Sparks, L. E., Jr.	Durham
Hamlet, Ed.	Hollister	Stephenson, E. V.	Madison
Hamlin, V. C., Jr. (col.)	Raleigh	Stiles, M. O. (Assistant)	Mooreville
Hicks, A. M.	Charlotte	Stone, B. M.	Charlotte
Hollowell, W. C.	Greenville	Tee, H. W., Jr.	Harrington, Del.
Holland, T. H.	Mt. Holly	Temple, Henry	Kinston
Honeycutt, G. W.	Raleigh	Thompson, T. H. (col.)	Burlington
Hood, D. H.	Dunn	Tilley, J. E.	Winston-Salem
Hunter, J. F. C.	Magnolia	Timberlake, C. V., Jr.	Youngsville
Inman, George	Fairmont	Tripp, G. O.	Raleigh
Johnson, A. R.	Nashville	Trotter, P. L.	Pilot Mountain
Kessler, M. M.	Raleigh	Tyson, W. B.	Rocky Mount
King, A. H.	Durham	Umstead, Oscar	Durham
Kirby, K. A.	Raleigh	Varner, S. E., Jr.	Brevard
Kiser, R. A.	Lincolnton	Whitford, B. H.	Washington
Kornegay, G. B.	Mt. Olive	Webster, M. B.	Tabor City
Langdon, Roscoe	Benson	Whiteley, R. S.	Greensboro
Link, F. P.	Reidsville	Young, T. F.	Blowing Rock
Linn, Tom	Landis		
Lorek, L. A.	Wilmington		
Lynch, W. F.	Hillsboro		
McAdams, J. W.	Burlington		
McCrimmon, D. G.	Hemp		
McFalls, S. W.	Greensboro		
McGowan, D. F.	Asheboro		
McKnight, L. E., Jr.	Fayetteville		
McLain, G. W.	Raeford		
McNeill, J. A.	Whiteville		
Millis, A. E.	Durham		
Minton, Solon	Warsaw		
Neil, J. W.	Shelby		
Oakley, C. S.	Mebane		
Oates, C. C., Jr.	Hendersonville		
Pickard, J. M.	Durham		
Pike, J. W., Jr.	Concord		
Powell, J. C.	Winston-Salem		
Pressley, C. P.	Charlotte		
Purcell, D. C.	Salisbury		
Rand, Tom	Charlotte		
Rhodes, C. R.	Asheville		
Royall, G. E., Jr.	Elkin		
Russell, J. M., Jr.	Canton		
Russell, T. W.	High Point		
Seoggins, H. P.	Louisburg		
Senter, L. M.	Carrboro		
Shades, K. M. (col.)	Wilson		
Sheffield, B. C., Jr.	Warsaw		
Simmons, F. J.	Conover		

SUMMARY

Pharmacists Registered by Examination (Graduates)	27
Assistant Pharmacists Registered by Examination	2
Pharmacists Re-Registered	27
Pharmacists Registered and Licensed	1,022
Pharmacists Registered and Licensed by Reciprocity	173
Pharmacists Registered and Licensed including those by Reciprocity	1,195
Pharmacists Registered and Licensed as Assistants	37
Pharmacists in the War Service	102
Pharmacists who have died	16
Women Pharmacists Registered	20
Physicians holding Permits to conduct Drug Stores	56
Drug Stores Registered	826

*North Carolina Board of Pharmacy
Business Order*

Roll call and pro tem. appointments.
 Reading and approving minutes.
 Miscellaneous communications.
 Reports of officers and committees.
 Special orders.
 Unfinished business.

I respectfully submit the receipts and expenditures for the current year as follows:

FINANCIAL REPORT

North Carolina Board of Pharmacy in Account with F. W. Hancock, Secretary-Treasurer

RECEIPTS

From June 1, 1942 to June 1, 1943

1942	
May 7—Balance on Hand, Page 133....	\$10,611.25
June 6—Amount Received from	
Candidates Examined	400.00
	<hr/>
	\$11,011.25

1943	
May 31—Amount from Pharmacists'	
Renewals	\$ 5,365.00
May 31—Amount Assistant Pharmacists'	
Renewals	175.00
May 31—Amount from Permit Re-	
newals Physicians	225.00
May 31—Amount from Permit Re-	
newals Drug Stores	777.00
May 31—Amount from Pharmacists Re-	
newals from June 1, 1942-	
Jan. 1, 1943	45.00
May 31—Amount from Assistant	
Pharmacists' Renewals from June	
1, 1942 to Jan. 1, 1943.....	10.00
May 31—Amount from Permit Re-	
newals Drug Stores from June 1,	
1942 to January 1, 1943.....	21.00
May 31—Amount from Registration and	
Re-registration Fees, Pharmacists.....	395.00
May 31—Amount from Registration and	
Re-registration Fees, Assistant	
Pharmacists	20.00
May 31—Amount from Registration and	
Re-registration Fees, Physician.....	10.00
May 31—Amount from Original	
Certificates	6.00
May 31—Interest	226.10
	<hr/>
Total.....	\$18,286.35

EXPENDITURES

From June 1, 1942 to June 1, 1943

Salaries, Rent and Stenographic Aid....	\$ 2,677.80
Inspection Work	3,176.64
Board Expenses and Per Diem.....	345.47
Printing	388.49
Postage	186.06
Telephone and Telegrams	77.56
Attorney Fees	222.00
Miscellaneous	161.74
	<hr/>
Total.....	\$ 7,235.76

Balance on Hand, Cash and	
Investments May 7, 1943.....	\$11,050.59
	<hr/>
Total.....	\$18,286.35

The above Financial Report as per order of the Board of Pharmacy was audited by a Certified Public Accountant, whose report follows:

AUDITS SYSTEMS TAX SERVICE

RAYMOND L. PRICE

CERTIFIED PUBLIC ACCOUNTANT

404 Commercial Building
Raleigh, N. C.

May 8, 1943.

To the Officers & Members of the
North Carolina Board of Pharmacy:

Gentlemen:

Pursuant to engagement, we have made an audit of the financial records of Mr. F. W. Hancock, Secretary & Treasurer of the North Carolina Board of Pharmacy for the period from May 7, 1942 to May 7, 1943 and find all Receipts as entered in his books accounted for properly. Disbursements for the fiscal year are for apparently proper purposes and are supported by signed, paid checks and itemized receipts.

The Balance of \$11,050.59 at May 7, 1943 consists of the following:

CASH IN BANKS:

Oxford National Bank,	
Oxford, N. C.....	\$ 3,139.13
Union National Bank,	
Oxford, N. C.....	2,911.46
	<hr/>
Total Cash in Banks.....	\$ 6,050.59

INVESTMENTS:

Certificate of Deposit, No. 29, (1%)	
Oxford National Bank, dated Feb.	
8, 1943, due Aug. 8, 1943.....	5,000.00
	<hr/>

Total Balance May 7, 1943.....\$11,050.59

The Cash in Banks was reconciled and verified by inspection of records of the depositories. The Certificate of Deposit was inspected.

The fidelity bond, in the amount of \$5,000.00, for the Secretary & Treasurer, has been continued.

The records are, as heretofore, in a most satisfactory condition and no difficulty was experienced in the verification thereof.

Respectfully submitted,

RAYMOND L. PRICE,
Certified Public Accountant.

RLP:FB

In Memoriam

J. T. BOONE.....	Durham
E. E. BROWN.....	Greenville
HOWARD GARDNER.....	Greensboro
A. L. GLENN.....	Derita
L. B. GRANTHAM.....	Liberty
C. P. HARPER.....	Selma
C. L. HAYWOOD.....	Durham
M. C. McNEELY.....	Greensboro
E. E. MISSILDINE.....	Tryon
R. S. MORGAN.....	Franklin
L. E. REAVES.....	Raeford
R. B. SUGGS.....	Belmont
DR. E. S. WARLICK.....	Asheville
D. P. McDIARMID.....	Black Mountain
D. K. MEDFORD.....	Clyde
R. S. MILLS, JR.....	Draper

List of Registered Pharmacists

REVISED JUNE 1, 1943

Please notify the Secretary promptly of any change
in address

A

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|----------------------------------|--------------------|-----------------------------|---------------------|
| 1. Abernethy, J. G..... | 1907 Elkin | 35. Barbour, J. P..... | 1928 Burlington |
| 2. Adams, J. L..... | 1903 Gastonia | 36. Barefoot, L. G..... | 1931 Fontana Dam |
| 3. Adams, E. C..... | 1908 Gastonia | 37. Barger, C. N..... | 1928 Oakboro |
| 4. Adams, R. McC..... | 1915 LaGrange | 38. Barker, W. B..... | 1898 Greensboro |
| 5. Adams, E. E..... | 1924 Lincolnton | 39. Barnhardt, M. R..... | 1928 Rockwell |
| 6. Adams, W. R..... | 1933 Angier | 40. Barnhill, W. L..... | 1912 Wilson |
| 7. Adams, W. J..... | 1929 Murphy | 41. Barnes, B. S..... | 1903 Kinston |
| 8. Adkinson, N. F..... | 1941 Forest City | 42. Barrett, R. E..... | 1917 Burlington |
| 9. Ahrens, A. G..... | 1902 Wilmington | 43. Barringer, H. A..... | 1940 Salisbury |
| 10. Aiken, J. H..... | 1914 Biltmore | 44. Basart, J. M..... | 1938 Greenville |
| 11. Aiken, L. W..... | 1916 Asheville | 45. Baucom, A. V..... | 1905 Apex |
| 12. Alderman, J. L..... | 1923 Wilmington | 46. Beard, J. G..... | 1908 Chapel Hill |
| 13. Allen, C. H..... | 1916 Winston-Salem | 47. Beavans, W. E..... | 1901 Enfield |
| 14. Allen, H. H..... | 1915 Cherryville | 48. Beddingfield, E. T..... | 1913 Clayton |
| 15. Allgood, W. W..... | 1941 Roxboro | 49. Beddingfield, C. H..... | 1917 Clayton |
| 16. Anderson, J. M..... | 1911 New Bern | 50. Bell, F. R..... | 1912 Beaufort |
| 17. Andrews, C. M..... | 1907 Burlington | 51. Bell, H. C..... | 1930 Gastonia |
| 18. Andrews, W. T..... | 1917 Goldsboro | 52. Bell, L. R..... | 1936 Greenville |
| 19. Andrews, J. P..... | 1913 Winston-Salem | 53. Bender, W. M. K..... | 1928 Fayetteville |
| 20. Andrews, W. A..... | 1932 Raleigh | 54. Bennett, K. E..... | 1912 Bryson City |
| 21. Andrews, R. H..... | 1914 Burlington | 55. Benson, E. S..... | 1916 Wilmington |
| 22. Armstrong, W. E. (col.)..... | 1922 Rocky Mount | 56. Bernard, Germain..... | 1894 Durham |
| 23. Arnold, B. D..... | 1933 Raleigh | 57. Best, J. H..... | 1923 Greensboro |
| 24. Arps, P. M..... | 1916 Plymouth | 58. Betts, J. A..... | 1913 Lumberton |
| 25. Arps, E. G..... | 1921 Plymouth | 59. Bidby, O. D..... | 1925 Asheville |
| 26. Ashford, A. J..... | 1901 Kinston | 60. Biggs, W. H..... | 1905 Williamston |
| 27. Austin, B. N..... | 1928 Shelby | 61. Biggs, J. W. S..... | 1942 Washington |
| | | 62. Bilbro, Q. T..... | 1916 Asheville |
| | | 63. Bingham, W. H..... | 1916 Concord |
| | | 64. Birmingham, J. S..... | 1912 Hamlet |
| | | 65. Bishop, H. L..... | 1941 West Asheville |
| | | 66. Bizzell, H. L..... | 1920 Charlotte |
| | | 67. Black, B. B..... | 1921 Kannapolis |
| | | 68. Black, F. L..... | 1928 Charlotte |
| | | 69. Blades, M. W..... | 1926 Apex |
| | | 70. Blair, R. K..... | 1893 Charlotte |
| | | 71. Blanton, C. D..... | 1926 Kings Mountain |

B

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|------------------------------|----------------------|
| 28. Bailey, L. A..... | 1914 Charlotte |
| 29. Bain, J. D..... | 1924 Clayton |
| 30. Baker, W. P..... | 1921 Raeford |
| 31. Baker, J. L..... | 1927 Nashville |
| 32. Ballance, G. H..... | 1929 Alexandria, Va. |
| 33. Ballew, J. G..... | 1902 Lenoir |
| 34. Barber, Ernestine R..... | 1939 Wilmington |

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|------------------------------|---------------------|---------------------------------|---------------------|
| 72. Blauvelt, W. H..... | 1904 Asheville | 117. Bryan, R. B..... | 1926 Charlotte |
| 73. Blue, D. A..... | 1926 Carthage | 118. Buchanan, E. C..... | 1938 Kinston |
| 74. Boaz, R. J..... | 1915 Greensboro | 119. Buchanan, E. W..... | 1933 Burlington |
| 75. Bobbitt, A. B..... | 1919 Winston-Salem | 120. Buchanan, R. A..... | 1934 Greensboro |
| 76. Bobbitt, L. M..... | 1917 Winston-Salem | 121. Buffaloe, J. M..... | 1919 Raleigh |
| 77. Bobbitt, H. F..... | 1934 Glen Alpine | 122. Bühmann, W. L..... | 1905 Asheville |
| 78. Bolton, R. B..... | 1931 Rich Square | 123. Bullard, R. E..... | 1937 Fayetteville |
| 79. Bonner, Brem..... | 1913 Waynesville | 124. Bullock, P. J..... | 1939 Autryville |
| 80. Bonner, Robert..... | 1916 Valdese | 125. Bunch, L. E..... | 1933 Carolina Beach |
| 81. Boon, W. J..... | 1904 Mount Olive | 126. Burgiss, T. R..... | 1925 Sparta |
| 82. Boone, D. L..... | 1905 Durham | 127. Burks, Anna D..... | 1941 Chapel Hill |
| 83. Bowman, C. E..... | 1938 Conover | 128. Burnett, B. J. (col.)..... | 1911 Rocky Mount |
| 84. Boyce, J. B., Jr..... | 1915 Warrenton | 129. Burnett, J. P..... | 1912 Whitakers |
| 85. Boyd, S. B..... | 1939 Sanford | 130. Burris, L. R..... | 1939 Cleveland |
| 86. Boysworth, E. G..... | 1928 Farmville, Va. | 131. Burrus, Blanche E..... | 1941 Durham |
| 87. Bradley, J. P..... | 1908 Greensboro | 132. Burt, M. S..... | 1930 Durham |
| 88. Bradshaw, E. L..... | 1928 Kinston | 133. Burwell, W. A..... | 1912 Raleigh |
| 89. Bradsher, W. D..... | 1909 Roxboro | 134. Bush, Miss Jean..... | 1938 Tarboro |
| 90. Brady, C. A..... | 1911 Newton | 135. Butler, A. B..... | 1916 Clinton |
| 91. Brame, P. A..... | 1937 No. Wilkesboro | 136. Bynum, C. W..... | 1928 New Bern |
| 92. Brame, P. J., Jr..... | 1918 No. Wilkesboro | 137. Byrd, Clement..... | 1903 Southern Pines |
| 93. Brame, R. M..... | 1901 No. Wilkesboro | | |
| 94. Brame, M. M., Jr..... | 1933 Durham | | |
| 95. Brame, R. M., Jr..... | 1941 No. Wilkesboro | | |
| 96. Brantley, J. C..... | 1899 Raleigh | | |
| 97. Brantley, P. C..... | 1914 Wendell | | |
| 98. Brantley, J. C., Jr..... | 1930 Raleigh | | |
| 99. Bretsch, Albert..... | 1908 Southern Pines | | |
| 100. Brewer, S. O..... | 1914 West Durham | | |
| 101. Brinkley, J. H..... | 1912 New Bern | | |
| 102. Bristow, E. B..... | 1922 Rockingham | | |
| 103. Brodie, T. L..... | 1928 Burlington | | |
| 104. Brooks, F. G..... | 1921 Siler City | | |
| 105. Brookshire, G. E..... | 1917 West Asheville | | |
| 106. Brookshire, L. P..... | 1924 West Asheville | | |
| 107. Brown, E. T..... | 1940 Durham | | |
| 108. Brown, J. D..... | 1904 Garner | | |
| 109. Brown, B. C..... | 1931 Raleigh | | |
| 110. Brown, H. G..... | 1936 Effland | | |
| 111. Brown, J. K..... | 1912 Greenville | | |
| 112. Browning, A. C..... | 1940 Greensboro | | |
| 113. Browning, B. H..... | 1908 Littleton | | |
| 114. Browning, D. B..... | 1929 Rocky Mount | | |
| 115. Bruce, T. M..... | 1939 Hot Springs | | |
| 116. Bryan, W. D..... | 1904 Tarboro | | |

C

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|----------------------------------|-----------------------|
| 138. Cable, M. LaR..... | 1940 Asheville |
| 139. Cain, L. D..... | 1921 Elm City |
| 140. Caldwell, P. G..... | 1914 Gastonia |
| 141. Caldwell, E. L. (col.)..... | 1939 Greensboro |
| 142. Cameron, J. H..... | 1938 Chapel Hill |
| 143. Campbell, F. E..... | 1925 Hamlet |
| 144. Campbell, H. T..... | 1916 Maiden |
| 145. Campbell, R. B..... | 1917 Taylorsville |
| 146. Campbell, E. G., Jr..... | 1941 Wilson |
| 147. Canaday, W. A..... | 1898 Wilmington |
| 148. Canaday, W. H..... | 1915 Varina |
| 149. Canaday, R. C..... | 1913 Four Oaks |
| 150. Capps, E. U..... | 1938 Nashville |
| 151. Cardell, J. C..... | 1929 Shrewsbury, Mass |
| 152. Carpenter, R. E..... | 1897 Shelby |
| 153. Carroll, W. W..... | 1932 Dunn |
| 154. Carswell, R. F..... | 1921 Winston-Salem |
| 155. Carswell, A. P..... | 1926 East Durham |
| 156. Carter, Samuel..... | 1905 Salisbury |
| 157. Carter, Stamey..... | 1912 Salisbury |
| 158. Cassel, A. S..... | 1914 Raleigh |
| 159. Causey, J. H..... | 1938 Winston-Salem |

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| 160. Cecil, A. C.....1923 High Point | 205. Cox, L. H.....1908 Belmont |
| 161. Champion, H. O.....1925 Waynesville | 206. Cox, Ruth Mosby.....1942 Winston-Salem |
| 162. Champion, H. C.....1926 Rowland | 207. Crabtree, E. P.....1912 Statesville |
| 163. Chandley, A. B.....1940 Asheville | 208. Craig, W. F.....1925 Charlotte |
| 164. Chapman, D. S.....1907 Durham | 209. Craig, L. B.....1938 Vass |
| 165. Chapman, H. C.....1936 Durham | 210. Cranmer, J. B., M.D.....1893 Wilmington |
| 166. Chappell, J. C.....1914 Raleigh | 211. Craven, C. H.....1912 West Asheville |
| 167. Cheek, G. B.....1917 Durham | 212. Crawford, E. P.....1911 Marion |
| 168. Cherry, J. L.....1909 Asheville | 213. Crawford, H. D.....1939 Black Mountain |
| 169. Cherry, W. C.....1910 Winston-Salem | 214. Creech, J. L.....1938 Smithfield |
| 170. Chesnutt, J. M.....1917 Clinton | 215. Creech, L. R.....1935 Oxford |
| 171. Christian, J. B.(col.).....1939 Winston-Salem | 216. Creech, W. H.....1932 Selma |
| 172. Clapp, E. B.....1934 Newton | 217. Creech, J. A.....1941 Salemburg |
| 173. Clark, C. B.....1910 Williamston | 218. Crews, E. T.....1905 Baltimore, Md. |
| 174. Clark, W. A.....1926 Lynchburg, Va. | 219. Crissman, U. F.....1933 Lexington |
| 175. Clark, C. B., Jr.....1934 Williamston | 220. Crowell, C. M., Jr.....1937 Mooresville |
| 176. Clark, S. G.....1934 New Bern | 221. Crutchfield, T. G.....1920 Greensboro |
| 177. Clark, G. E.....1941 Washington | 222. Culbreth, G. M.....1939 Hamlet |
| 178. Clayton, A. W., Jr.....1928 Durham | 223. Culpepper, F. D.....1911 Louisburg |
| 179. Cline, F. H.....1920 Charlotte | 224. Curtis, R. H.....1926 Rowland |
| 180. Cline, C. E.....1924 Asheville | 225. Curtis, J. R.....1928 Bessemer City |
| 181. Cline, H. E.....1913 Greensboro | |
| 182. Cline, M. L.....1933 Black Mountain | |
| 183. Cloer, P. L.....1941 Lenoir | |
| 184. Cobb, J. L.....1921 Black Mountain | |
| 185. Coble, J. C.....1932 High Point | |
| 186. Cochrane, A. L., Jr.....1936 Jackson | |
| 187. Coleman, H. G.....1910 Durham | |
| 188. Compton, J. W.....1909 Salisbury | |
| 189. Congdon, G. G.....1892 Portsmouth, Va. | |
| 190. Connell, J. P. B.....1930 Henderson | |
| 191. Cooke, H. M.....1904 Spencer | |
| 192. Cooke, H. M., Jr.....1939 Winston-Salem | |
| 194. Copeland, R. R.....1916 Ahoskie | |
| 195. Coppedge, J. W.....1906 Raleigh | |
| 196. Coppedge, J. B.....1912 Raleigh | |
| 197. Cornwell, A. H.....1937 Lincolnton | |
| 198. Cornwell, G. T.....1934 Morganton | |
| 199. Costner, B. P.....1908 Lincolnton | |
| 200. Costner, A. N.....1941 Lincolnton | |
| 201. Council, C. T.....1906 Durham | |
| 202. Cox, M. H.....1909 Biltmore | |
| 203. Cox, Miss C. C.....1932 Greensboro | |
| 204. Cox, Rupert.....1940 Raleigh | |

D

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| 226. Dailey, R. I.....1915 Reidsville |
| 227. Daniel, A. G.....1939 Fremont |
| 228. Daniel, E. C.....1913 Zebulon |
| 229. Darden, R. J.....1938 Clinton |
| 230. Davis, J. R.....1907 Marion |
| 231. Davis, H. E.....1914 Andrews |
| 232. Davis, J. W.....1914 Edenton |
| 233. Davis, D. R.....1926 Williamston |
| 234. Davis, C. V.....1921 Mount Airy |
| 235. Davis, I. I.....1907 Concord |
| 236. Davis, J. G.....1926 Spindale |
| 237. Davis, K. W.....1913 Winston-Salem |
| 238. Davis, M. L.....1939 Dunn |
| 239. Davis, McDonald, Jr.....1941 Sanford |
| 240. Dawson, B. T.....1909 Rocky Mount |
| 241. Dawson, M. P.....1909 Rocky Mount |
| 242. Dayvault, F. W.....1929 Lenoir |
| 243. Deal, H. M.....1925 Lenoir |
| 244. Dees, R. E. L.....1920 Wallace |
| 245. Dever, J. H.....1938 Greensboro |
| 246. Dill, G. W., Jr.....1927 Morehead City |
| 247. Dillon, H. E.....1940 Elkin |

248. Dinwiddie, P. H.....	1914 Marshall
249. Dizer, M. E.....	1917 Raleigh
250. Douglas, J. D. (col.).....	1904 Henderson
251. Dowdy, D. A.....	1917 High Point
252. Dudley, W. G., Jr.....	1935 Reidsville
253. Duffy, H. B.....	1938 New Bern
254. Duguid, Helen W.....	1941 Graham
255. Dunn, R. A.....	1881 Charlotte
256. Durham, C. T.....	1917 Chapel Hill

E

257. East, J. S.....	1911 Draper
258. Eatman, G. A.....	1941 Nashville
259. Edwards, T. N.....	1901 Charlotte
260. Edwards, S. M.....	1917 Ayden
261. Edwards, O. C.....	1921 Raleigh
262. Edwards, C. R.....	1932 Kannapolis
263. Edwards, L. K., Jr.....	1939 Stantonsburg
264. Edwards, S. M., Jr.....	1941 Raleigh
265. Eldridge, Julius.....	1901 Winston-Salem
266. Eldridge, Claudia J.....	1942 Bristow, Tenn.
267. Ellington, C. W.....	1899 Winston-Salem
268. Elliott, A. G.....	1907 Fuquay Springs
269. Elson, J. R., Jr.....	1938 Enka
270. Etheridge, S. B.....	1909 Washington
271. Etheridge, S. G.....	1911 Elizabeth City
272. Etheridge, T. J., Jr.....	1920 Bailey
273. Eubanks, C. L.....	1896 Chapel Hill
274. Eubanks, J. N.....	1916 Greensboro
275. Evans, J. E.....	1934 Marion

F

276. Farmer, W. F.....	1934 Wendell
277. Farrell, R. D.....	1917 Greensboro
278. Farrington, J. V.....	1926 Hickory
279. Faucette, W. P.....	1914 Youngsville
280. Faulconer, R. C.....	1909 Burlington
281. Ferguson, J. S.....	1928 Raleigh
282. Ferguson, H. Q.....	1924 Randleman
283. Ferrell, W. C.....	1920 Nashville
284. Fetzer, F. G.....	1911 Wadesboro
285. Fields, J. T., Jr.....	1917 Laurinburg
286. Finley, G. B.....	1915 Marion
287. Fishel, A. L.....	1915 Winston-Salem
288. Fisher, Lester.....	1917 Statesville
289. Fitchett, C. E.....	1916 Dunn

290. Fleming, C. H.....	1913 Creedmoor
291. Fleming, F. H.....	1924 Buie's Creek
292. Fordham, C. C., Jr.....	1925 Greensboro
293. Fordham, C. M.....	1909 Greensboro
294. Formyduval, Morrison.....	1912 Whiteville
295. Forrest, B. B.....	1933 Hillsboro
296. Foster, Caney.....	1912 Weldon
297. Foster, D. W.....	1926 West Asheville
298. Foster, J. C. C.....	1912 Tryon
299. Foster, R. E., Jr.....	1941 Marion
300. Fowlkes, W. M.....	1913 Enfield
301. Fox, H. S.....	1937 Southern Pines
302. Fox, C. M.....	1906 Asheville
303. Fox, L. G.....	1901 Rockingham
304. Fox, J. H.....	1939 Asheville
305. Fox, J. C., Jr.....	1941 Randleman
306. Franklin, K. V.....	1928 Raleigh
307. Franklin, O. E.....	1897 Wilmington
308. Frieze, W. S.....	1910 Concord
309. Fulenwider, Phifer.....	1908 Raleigh
310. Fulghum, R. T.....	1907 Kenly
311. Fuller, E. R.....	1941 Albemarle
312. Furr, F. L.....	1921 Durham
313. Futrell, C. L.....	1940 Cary
314. Futrelle, W. L.....	1912 Wilmington

G

315. Gaddy, H. M.....	1909 Charlotte
316. Gaddy, E. P.....	1940 High Point
317. Gaddy, Phil.....	1941 Marshville
318. Galloway, Rawley G.....	1896 Raleigh
319. Galloway, A. E.....	1937 High Point
320. Gamble, J. P.....	1921 Monroe
321. Gamble, C. F.....	1915 Monroe
322. Gardner, T. L.....	1908 Reidsville
323. Gardner, Mrs. W. K.....	1925 Charlotte
324. Garner, C. V.....	1917 Warsaw
325. Garren, F. O.....	1928 High Point
326. Garrett, Y. D. (col.).....	1920 Durham
327. Gatling, T. R. (col.).....	1919 Reidsville
328. Gattis, P. D.....	1916 Raleigh
329. Gibson, A. M.....	1923 Gibson
330. Gilbert, Laomie.....	1903 Benson
331. Gilbert, L. M., Jr.....	1937 Maxton
332. Gilliam, W. A.....	1925 Winston-Salem
333. Glass, P. G.....	1925 Kannapolis

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|-----------------------------------|------|----------------|--------------------------------------|------|-----------------|
| 334. Glass, W. T., Jr..... | 1936 | Wilmington | 377. Hall, S. P..... | 1909 | Charlotte |
| 335. Glenn, J. S..... | 1925 | Mount Olive | 378. Hall, S. B..... | 1925 | Mocksville |
| 336. Glenn, E. F..... | 1931 | Beaufort | 379. Hall, S. C..... | 1924 | Oxford |
| 337. Glenn, R. A..... | 1935 | Burnsville | 380. Hall, J. M., Jr..... | 1928 | Wilmington |
| 338. Godfrey, P. V..... | 1910 | Charlotte | 381. Hall, I. B., Jr. (col.)..... | 1928 | Winston-Salem |
| 339. Godwin, C. F..... | 1932 | Pine Level | 382. Halsey, W. B..... | 1939 | Morganton |
| 340. Gooch, R. L..... | 1917 | Asheville | 383. Hamilton, R. L..... | 1900 | Oxford |
| 341. Goode, J. A..... | 1909 | Asheville | 384. Hamlet, Reginald..... | 1906 | Raleigh |
| 342. Goodrum, C. S..... | 1913 | Davidson | 385. Hamlin, V. C. (col.)..... | 1915 | Raleigh |
| 343. Goodwin, M. N..... | 1940 | Greensboro | 386. Hamlin, V. C., Jr. (col.) | 1941 | Raleigh |
| 344. Gordon, T. W..... | 1932 | Thomasville | 387. Hancock, F. W..... | 1881 | Oxford |
| 345. Gorham, R. S..... | 1903 | Rocky Mount | 388. Hand, J. K..... | 1906 | North Charlotte |
| 346. Graham, J. C..... | 1917 | Red Springs | 389. Hanson, J. K..... | 1908 | Wilmington |
| 347. Grantham, R. B..... | 1937 | Red Springs | 390. Hardee, A. K..... | 1905 | Graham |
| 348. Grantham, Hiram..... | 1889 | Red Springs | 391. Hardee, A. K., Jr..... | 1939 | Charlotte |
| 349. Grantham, L. I..... | 1910 | St. Pauls | 392. Harper, W. L..... | 1928 | Hendersonville |
| 350. Grantham, G. K..... | 1895 | Dunn | 393. Harper, C. T..... | 1916 | Charlotte |
| 351. Grantham, G. K., Jr..... | 1928 | Durham | 394. Harris, J. C..... | 1924 | Durham |
| 352. Green, C. F..... | 1899 | Wilmington | 395. Harris, W. B..... | 1932 | High Point |
| 353. Green, H. C..... | 1909 | Charlotte | 396. Harrison, L. S..... | 1926 | Greenville |
| 354. Green, H. W..... | 1941 | Wilmington | 397. Harrison, T. N., Jr..... | 1909 | Greenville |
| 355. Greene, J. G..... | 1901 | High Point | 398. Hart, J. A..... | 1906 | High Point |
| 356. Greene, F. A., Jr..... | 1942 | Suffern, N. Y. | 399. Hart, G. W..... | 1909 | Winston-Salem |
| 357. Greenwood, A. M. (col.)..... | 1924 | High Point | 400. Hart, L. W..... | 1899 | China Grove |
| 358. Greyer, Mrs. M. A. B..... | 1936 | Delplane, Va. | 401. Hartis, G. C..... | 1934 | Winston-Salem |
| 359. Griffin, W. R..... | 1929 | Old Fort | 402. Harville, R. C..... | 1908 | Gastonia |
| 360. Griffith, Wiltshire..... | 1907 | Hendersonville | 403. Haupt, Edward..... | 1925 | Newton |
| 361. Grimes, G. D..... | 1915 | Robersonville | 404. Hayes, G. E..... | 1916 | Hickory |
| 362. Grove, C. E..... | 1899 | Asheville | 405. Hayes, W. A..... | 1937 | Durham |
| 363. Guion, C. L..... | 1921 | Aberdeen | 406. Haymore, J. B..... | 1913 | Kinston |
| 364. Guion, C. D..... | 1916 | Cornelius | 407. Hays, F. B..... | 1890 | Oxford |
| 365. Guion, H. N..... | 1921 | Marshville | 408. Henderson, A. J. (col.) | 1908 | Fayetteville |
| 366. Guiton, J. A..... | 1925 | Whiteville | 409. Henderson, G. E..... | 1927 | Concord |
| 367. Gunter, Van Wyke..... | 1942 | Richmond, Va. | 410. Hendrix, J. O..... | 1939 | Canton |
| 368. Gurley, W. B..... | 1916 | Windsor | 411. Herndon, M. D..... | 1904 | High Point |
| 369. Guthrie, C. H..... | 1938 | Beaufort | 412. Herring, Doane..... | 1884 | Wilson |
-
- | | | |
|----------------------------------|------|----------------|
| H | | |
| 370. Hackney, R. P..... | 1897 | Canton |
| 371. Hair, R. C..... | 1925 | Pineville |
| 372. Hairston, R. S. (col.)..... | 1917 | Winston-Salem |
| 373. Hales, R. A., Jr..... | 1923 | Wadesboro |
| 374. Hall, J. M..... | 1901 | Wilmington |
| 375. Hall, J. D..... | 1904 | Scotland Neck |
| 376. Hall, J. P..... | 1925 | Oxford |
| 413. Herring, R. R..... | 1907 | Oxford |
| 414. Herring, N. B..... | 1917 | Wilson |
| 415. Hesterly, L. E..... | 1910 | Hendersonville |
| 416. Hicks, J. E. F..... | 1901 | Goldsboro |
| 417. Hicks, C. G..... | 1909 | Greensboro |
| 418. Hicks, A. M..... | 1934 | Charlotte |
| 419. Hill, G. L. (col.)..... | 1929 | New Bern |
| 420. Hilton, C. M..... | 1908 | Greensboro |
| 421. Hocutt, D. D..... | 1920 | Henderson |

422. Hodges, F. H.....1925 Knoxville, Tenn.
423. Hoffman, J. F., Jr.....1914 High Point
424. Hogan, A. L.....1923 Kinston
425. Holding, T. E., Jr.....1913 Wake Forest
426. Holland, H. O.....1914 Apex
427. Holland, W. T.....1905 Mount Holly
428. Holland, L. L.....1942 Apex
429. Holland, T. M.....1942 Mount Holly
430. Hollingsworth, Jos.....1917 Mount Airy
431. Hollowell, W. C.....1936 Greenville
432. Holshouser, J. L.....1929 Chapel Hill
433. Holt, F. A.....1935 Brevard
434. Honeycutt, G. W.....1939 Raleigh
435. Hood, J. C.....1911 Kinston
436. Hood, W. D.....1903 Smithfield
437. Hood, P. C.....1913 Dunn
438. Hood, H. C.....1909 Smithfield
439. Hood, T. R.....1925 Dunn
440. Hood, D. H.....1942 Dunn
441. Hooper, F. L.....1914 Sylva
442. Horne, W. W.....1900 Fayetteville
443. Horne, S. R.....1902 Fayetteville
444. Horne, C. O'H.....1909 Greenville
445. Horne, W. H.....1907 Greenville
446. Horsley, H. T.....1915 Belmont
447. Horton, J. P.....1921 No. Wilkesboro
448. Horton, R. W.....1915 Goldsboro
449. House, Joseph.....1910 Beaufort
450. Houser, W. H.....1935 Cherryville
451. Howerton, J. L.....1900 Greensboro
452. Hoyle, M. H.....1915 Cooleemee
453. Hudson, J. P.....1926 Henderson
454. Hufham, Walter.....1916 Morehead City
455. Hughes, J. R.....1912 Madison
456. Hunnicutt, F. J.....1910 Durham
457. Hunter, J. B.....1910 Charlotte
458. Huntley, W. A.....1935 Greensboro
459. Huntley, C. O.....1942 Lenoir
460. Huss, K. W.....1933 Winston-Salem
461. Hutchins, J. A.....1910 Winston-Salem
- I**
462. Ingle, C. E.....1939 West Asheville
463. Ingram, L. M.....1920 High Point
464. Inman, G. G.....1941 Fairmont
465. Irwin, D. A.....1941 Elkin
466. Isler, W. A. (col.).....1914 N. Y. C., N. Y.
467. Isler, J. H. (col.).....1928 Charlotte
- J**
468. Jackson, J. C.....1928 Lumberton
469. Jackson, Leonidas.....1924 Erwin
470. Jacocks, F. G.....1899 Elizabeth City
471. James, A. A.....1909 Winston-Salem
472. James, S. T. (col.).....1907 Durham
473. James, C. J.....1929 Hillsboro
474. Jarrett, L. M.....1910 Biltmore
475. Jenkins, J. V.....1905 Asheville
476. Jenkins, Sam.....1928 Walstonburg
477. Jenkins, L. W.....1908 Tabor City
478. Jernigan, R. W.....1914 Chapel Hill
479. Johnson, G. P.....1927 Jacksonville
480. Johnson, W. L.....1924 Raleigh
481. Johnson, J. E., Jr.....1924 Lumberton
482. Johnson, W. R.....1920 Raleigh
483. Johnson, J. H.....1917 No. Wilkesboro
484. Johnson, W. S.....1933 Rocky Mount
485. Johnson, A. S.....1899 Smithfield
486. Johnson, A. R.....1941 Kerr
487. Johnson, T. B.....1936 Hickory
488. Johnson, W. W.....1936 Fuquay Springs
489. Jones, G. H.....1939 Zebulon
490. Jones, H. E. (col.).....1904 Asheville
491. Jones, W. H. (col.).....1929 Middletown,
N. Y.
492. Jones, Alpheus.....1911 Warrenton
493. Jones, J. Hunter.....1913 Haw River
494. Jordan, D. L.....1921 Raleigh
495. Joyner, J. D.....1914 Gastonia
- K**
496. Kellam, R. A.....1898 Madison
497. Kelly, G. C.....1926 Lillington
498. Kelly, H. L.....1941 Durham
499. Kendall, B. H.....1900 Shelby
500. Kent, A. A., M.D.....1909 Granite Falls
501. Kerner, L. C.....1902 Henderson
502. Kerr, James.....1909 Kannapolis
503. Kibler, R. E.....1907 Morganton
504. King, H. L.....1902 Durham
505. King, A. H.....1942 Durham
506. King, C. H.....1904 Durham
507. King, J. R.....1909 East Durham

508. King, B. F.....	1928 Hickory
509. Kirby, K. A.....	1914 Raleigh
510. Kirby, G. S., Jr.....	1920 Marion
511. Kiser, R. A.....	1941 Lincoln
512. Knight, R. S., Jr.....	1924 Columbia
513. Koonce, J. E.....	1907 Chadbourn
514. Koonce, T. R.....	1915 Fair Bluff
515. Koonts, A. A.....	1931 High Point
516. Kornfeld, Abram.....	1942 Rocky Mount
517. Kritzer, E. L.....	1931 Albemarle
518. Kunkle, A. B.....	1925 Norfolk, Va.

L

519. Lafferty, P. M.....	1908 Concord
520. Lamm, L. M.....	1923 Mount Airy
521. Lane, W. C.....	1911 Sanford
522. Lane, W. A.....	1907 Winston-Salem
523. Langdon, R. E.....	1923 Fayetteville
524. Langdon, Roscoe.....	1936 Wilmington
525. Lasley, M. I.....	1916 Winston-Salem
526. Layton, C. C.....	1921 High Point
527. Lazarus, Joseph.....	1928 Sanford
528. Lea, L. J.....	1908 Laurinburg
529. Leavister, T. O.....	1905 Raleigh
530. Le Boo, P. S. (col.).....	1903 Wilmington
531. Ledbetter, E. D.....	1917 Chapel Hill
532. Lee, P. A.....	1903 Dunn
533. Leggett, W. A.....	1896 Edenton
534. Le Mon, H. H. (col.).....	1925 High Point
535. Lever, T. H.....	1928 Charlotte
536. Lewis, W. E.....	1907 Mt. Olive
537. Lewis, H. R.....	1912 Asheville
538. Lewis, W. C.....	1937 Charlotte
539. Lewis, W. K.....	1941 Mount Olive
540. Libbus, T. A.....	1936 New Bern
541. Link, F. P.....	1938 Reidsville
542. Linn, T. L.....	1938 Landis
543. Lisk, D. C.....	1909 Charlotte
544. Lloyd, A. A.....	1940 Hillsboro
545. Lloyd, T. P.....	1920 Chapel Hill
546. Loftin, J. U.....	1909 Albemarle
547. Lord, C. A.....	1909 Asheville
548. Lorek, L. A.....	1940 Rocky Mount
549. Lovett, H. E.....	1935 Liberty
550. Lunn, F. H.....	1912 Winston-Salem

551. Lutterloh, I. H., M.D.....	1891 Sanford
552. Lutz, H. C.....	1907 Hickory
553. Lynch, W. F.....	1939 Durham
554. Lyon, R. P.....	1907 Charlotte
555. Lyon, J. F.....	1925 Rocky Mount
556. Lyon, O. H.....	1912 Los Angeles, Cal.
557. Lyon, F. F.....	1914 Oxford

M

558. Macon, A. B.....	1915 Mount Airy
559. Malone, C. E.....	1912 Salisbury
560. Maness, R. C.....	1932 Greensboro
561. Markham, G. W.....	1928 Fayetteville
562. Marsh, N. F.....	1906 Siler City
563. Marston, R. H.....	1913 Charlotte
564. Martin, S. L., Jr.....	1915 Spray
565. Martin, A. N.....	1920 Roanoke Rapids
566. Mathes, T. J.....	1912 Durham
567. Matthews, J. I.....	1937 Raleigh
568. Matthews, G. E.....	1900 Fayetteville
569. Matthews, W. F.....	1910 Randleman
570. Matthews, W. F., Jr.....	1936 Raleigh
571. Matthews, C. E., Jr.....	1907 Roanoke Rapids
572. Mattocks, A. M.....	1910 Greensboro
573. Mattocks, A. M., Jr.....	1942 Baltimore, Md.
574. Mauney, W. McC.....	1925 Murphy
575. May, T. H.....	1912 Fayetteville
576. Mayrand, L. P.....	1941 Greensboro
577. McAdams, J. W.....	1942 Burlington
578. McAllister, H. C.....	1935 Chapel Hill
579. McArthur, R. M.....	1908 Winston-Salem
580. McBane, T. W.....	1916 Pittsboro
581. McBane, J. O. D.....	1921 Greensboro
582. McBryde, R. V.....	1937 Fayetteville
583. McCollum, N. H., Jr.....	1935 Leaksville
584. McCrimmon, D. D.....	1926 Hemp
585. McCrimmon, D. G.....	1942 Kemp
586. McCrummen, D. C.....	1925 Aberdeen
587. McDaniel, P. L.....	1930 Arlington, Va.
588. McDonald, A. H.....	1910 West Durham
589. McDonald, W. R., Jr.....	1924 Hickory
590. McDowell, N. O.....	1921 Scotland Neck
591. McDuffie, Roger A.....	1914 Greensboro
592. McFalls, O. W.....	1939 Pomona
593. McFalls, C. D.....	1940 Greensboro

594. McFalls, S. W.....	1940 Greensboro
595. McGee, J. C.....	1941 Asheville
596. McGowan, D. F.....	1942 Asheboro
597. McKay, D. McN.....	1895 Durham
598. McKay, J. W.....	1914 Hazelwood
599. McKenzie, L. McK.....	1915 Lumberton
600. McKesson, L. W.....	1902 Statesville
601. McKnight, L. E.....	1909 Fayetteville
602. McKnight, L. E., Jr.....	1942 Fayetteville
603. McLean, G. W.....	1937 Dunn
604. McLelland, J. H.....	1909 Troutman
605. McManus, M. T. Y.....	1911 Winston-Salem
606. McMillan, B. F., Jr.....	1915 Lumberton
607. McMinn, J. M.....	1881 Asheville
608. McNair, R. T.....	1938 Rockingham
609. McNair, W. R.....	1902 Henderson
610. McNeil, G. McK.....	1902 Rowland
611. McNeill, A. D.....	1930 Norwood
612. McNeill, G. R.....	1905 Whiteville
613. McNeill, J. A.....	1940 Whiteville
614. McNeill, L. J.....	1934 Gastonia
615. Mebane, W. M.....	1920 Wilmington
616. Melvin, P. J.....	1920 Roseboro
617. Melvin, M. B.....	1924 Raleigh
618. Merritt, N. H.....	1915 Durham
619. Miles, M. C.....	1917 Henderson
620. Millaway, E. D.....	1941 Burlington
621. Miller, E. H.....	1898 Mooresville
622. Miller, C. M.....	1916 Wallace
623. Miller, P. W.....	1940 Salisbury
624. Miller, W. W.....	1921 Kinston
625. Millican, A. G.....	1916 Wilmington
626. Millis, A. E.....	1937 Durham
627. Mills, J. C.....	1921 Cliffside
628. Mills, J. A.....	1915 Tabor City
629. Minton, S. S.....	1940 Enka
630. Mitchell, H. G.....	1913 Burlington
631. Mitchell, C. P.....	1915 Elizabeth City
632. Mitchell, F. T.....	1926 Fairmont
633. Mitchell, J. D.....	1936 Charlotte
634. Mitchener, J. A.....	1897 Edenton
635. Mitchener, J. A., Jr.....	1937 Edenton
636. Mitchener, Mary N.....	1936 Edenton
637. Moir, A. L.....	1916 Loris, S. C.
638. Montague, G. W.....	1903 Durham

639. Moore, B. M.....	1942 Salisbury
640. Moore, T. L.....	1926 Wilson
641. Moore, A. R.....	1920 Wilson
642. Moore, B. C.....	1897 Rocky Mount
643. Moore, J. P.....	1911 Wilmington
644. Moore, M. A.....	1926 Tarboro
645. Moose, H. A.....	1928 Mount Pleasant
646. Moose, G. K.....	1914 Boone
647. Morris, A. F.....	1938 Troy
648. Morrison, M. S.....	1906 Wilson
649. Morton, J. X., M.D.....	1909 Faison
650. Moss, F. M.....	1933 Gastonia
651. Mullen, L. S.....	1912 Asheville
652. Munday, C. C.....	1913 Taylorsville
653. Mundy, J. C.....	1921 Salisbury
654. Murchison, E. E.....	1912 Rocky Mount
655. Murphrey, L. W.....	1913 Rocky Mount
656. Murphy, C. L.....	1917 Salisbury
657. Murphy, J. C.....	1911 Shelby
658. Murr, G. F.....	1930 Thomasville
659. Murrell, H. T.....	1936 Albemarle

N

660. Nance, J. S.....	1922 Charlotte
661. Neal, C. L.....	1934 N. Phila., Pa.
662. Neil, J. W.....	1937 Shelby
663. Nelson, J. B.....	1929 Burlington
664. Nelson, S. G.....	1920 Aulander
665. Nelson, W. G.....	1917 Akron, Ohio
666. Neville, Augustus, Jr.....	1928 Spring Hope
667. Newsome, H. C.....	1917 Winston-Salem
668. Nicholson, A. T.....	1904 Tarboro
669. Nicholson, M. A.....	1910 Troy
670. Nicholson, E. N.....	1932 Murfreesboro
671. Norman, Dr. J. S.....	1903 Hickory
672. Nottingham, G. S.....	1901 Rocky Mount
673. Nowell, Edwin.....	1906 Johnson City, Tenn.
674. Nowell, W. R.....	1910 Wendell

O

675. Oakley, C. S.....	1941 Mebane
676. Oakley, C. H.....	1928 Roxboro
677. Oates, C. C., Jr.....	1938 Hendersonville
678. O'Daniel, J. S.....	1939 Lenoir
679. O'Hanlon, E. W.....	1891 Winston-Salem

681. O'Neal, W. P.....1926 Belhaven
 682. Overman, H. S.....1907 Elizabeth City

P

683. Page, B. F.....1901 Raleigh
 684. Page, C. E., Jr.....1938 Raleigh
 685. Palmer, A. W.....1924 Sanford
 686. Parker, R. S.....1906 Murphy
 687. Parker, W. W., Jr.....1923 Henderson
 688. Parker, R. H.....1905 Belhaven
 689. Parks, W. A.....1938 Fort Mills
 690. Parrish, L. F.....1931 Rocky Mount
 691. Patterson, W. D.....1901 Elizabethtown
 692. Peacock, M. A.....1909 Benson
 693. Pearson, M. E. (col.).....1911 Durham
 694. Pegram, Addie B.....1922 Raleigh
 695. Pender, F. H.....1914 Asheville
 696. Perry, E. B.....1901 Littleton
 697. Perry, W. M.....1902 Elizabeth City
 698. Perry, H. H. (col.).....1894 Fayetteville
 699. Perry, W. R. (col.).....1931 Burlington
 700. Perry, D. L. (col.).....1912 Fayetteville
 701. Petrea, F. S.....1920 Greensboro
 702. Phifer, B. R.....1928 Spencer
 703. Phillips, J. E.....1934 Wilson
 704. Phillips, M. B.....1920 Albemarle
 705. Phillips, O. J.....1938 Macon, Ga.
 706. Phillips, W. P.....1926 Morganton
 707. Pickard, J. M.....1941 Durham
 708. Pierce, J. S.....1920 Rocky Mount
 709. Pigott, D. S.....1926 New Bern
 710. Pike, J. W., Jr.....1939 Concord
 711. Pike, J. M.....1940 Concord
 712. Pilkington, G. R.....1897 Pittsboro
 713. Pilkington, E. L.....1939 Pine Level
 714. Pinnix, W. M.....1907 New Bern
 715. Pinnix, J. M.....1904 Kernersville
 716. Pleasants, F. R.....1896 Louisburg
 717. Plemmons, D. A.....1940 Asheville
 718. Polk, J. B.....1910 Durham
 719. Poole, L. B.....1924 Thomasville
 720. Porter, C. D.....1915 Concord
 721. Porter, Ernest.....1912 Concord
 722. Porter, J. D.....1931 Burnsville
 723. Powell, J. C.....1915 Winston-Salem

724. Powers, L. B.....1908 Raleigh
 725. Pressly, C. P.....1939 Charlotte
 726. Price, H. G.....1938 Raleigh
 727. Price, S. H.....1920 Mooresville
 728. Pritchard, J. M.....1918 Chapel Hill
 729. Proctor, W. V.....1940 Charlotte
 730. Puckett, U. S.....1935 Stovall
 731. Pugh, E. S.....1922 Windsor
 732. Purcell, S. M.....1900 Salisbury
 733. Purcell, D. C.....1936 Salisbury
 734. Purcell, S. M., Jr.....1940 Salisbury

Q

735. Quinn, F. D.....1908 Shelby

R

736. Raker, W. G.....1926 Belmont
 737. Rand, T. R., Jr.....1940 Charlotte
 738. Rankin, W. B.....1939 Boone
 739. Ratley, W. A.....1931 Goldsboro
 740. Ray, E. L.....1916 Asheville
 741. Ray, Fred'k, Jr.....1932 Jonesboro
 742. Reaves, L. E., Jr.....1930 Fayetteville
 743. Reaves, H. C.....1936 Asheville
 744. Reeves, Jefferson.....1923 Waynesville
 745. Register, M. O.....1932 Clinton
 746. Reid, S. H.....1916 Washington
 747. Reins, C. C.....1912 Winston-Salem
 748. Rhinehardt, C. B.....1912 Asheville
 749. Rhodes, J. F.....1939 Kinston
 750. Rhodes, Cader.....1911 Raleigh
 751. Rhyne, W. F.....1909 Gastonia
 752. Rhyne, C. L.....1922 Charlotte
 753. Rice, L. D.....1925 Maxton
 754. Richardson, W. R.....1931 Boone
 755. Richardson, O. K.....1930 Elkin
 756. Richardson, L. W.....1907 Goldsboro
 757. Ridenhour, D. G.....1912 Mt. Gilead
 758. Riggan, R. D.....1907 Raleigh
 759. Rigsbee, E. L.....1939 Durham
 760. Rimmer, E. F.....1912 Sanford
 761. Rimmer, R. M.....1921 Franklin
 762. Rimmer, Helen Bell.....1940 Sanford
 763. Ring, C. A.....1905 High Point
 764. Ring, L. B.....1904 Wallace
 765. Ring, C. A., Jr.....1928 High Point

766. Rittenburg, R. S.....	1932 Charlotte
767. Rives, H. L.....	1915 Bethel
768. Roberson, Culas.....	1929 Spray
769. Roberts, Herschel.....	1918 Weaverville
770. Roberts, H. E.....	1941 Marshall
771. Robertson, E. Guy.....	1910 Norfolk, Va.
772. Robinson, Carlton.....	1934 Winston-Salem
773. Robinson, G. C.....	1906 Washington, D.C.
774. Robinson, J. L.....	1907 Belmont
775. Robinson, D. P.....	1936 Oxford
776. Robinson, T. R., Jr.....	1938 Goldsboro
777. Rogers, R. P.....	1912 Durham
778. Rose, I. W.....	1906 Chapel Hill
779. Rosenbaum, C. D.....	1915 Tarboro
780. Rouse, L. L.....	1935 Fayetteville
781. Royall, G. E., Jr.....	1941 Elkin
782. Roycroft, W. R.....	1925 Coats
783. Rudisill, J. S.....	1908 Forest City
784. Russell, J. M., Jr.....	1939 Canton
785. Russell, T. W.....	1940 High Point

S

786. Salley, W. M.....	1910 Asheville
787. Salling, A. T.....	1910 Wilmington
788. Sample, W. A.....	1908 Statesville
789. Saunders, A. J.....	1912 Clover, S. C.
790. Sanford, R. D.....	1916 Lumberton
791. Sappenfield, W. A.....	1908 Statesville
792. Sauls, M. M.....	1903 Ayden
793. Savage, M. C.....	1940 Roanoke Rapids
794. Scoggin, L. E.....	1905 Louisburg
795. Scoggin, L. E., Jr.....	1931 Louisburg
796. Scoggin, H. P.....	1942 Louisburg
797. Scruggs, B. P.....	1916 Rutherfordton
798. Seerest, A. McD.....	1907 Monroe
799. Sedberry, H. S.....	1892 Rocky Mount
800. Sedberry, H. B.....	1904 Hertford
801. Selden, J. S.....	1928 Weldon
802. Senter, P. L.....	1921 Carrboro
803. Senter, L. M.....	1940 Carrboro
804. Sewell, G. L.....	1926 Kinston
805. Shade, I. A. (col.).....	1906 Wilson
806. Shade, K. M. (col.).....	1942 Wilson
807. Shaw, R. S.....	1917 Scotland Neck
808. Sheffield, B. C., Jr.....	1941 Warsaw
809. Shell, J. E.....	1896 Lenoir

810. Shelton, C. F.....	1905 Fairmont
811. Sheppard, J. W.....	1896 Charlotte
812. Shook, Eulon.....	1918 Hickory
813. Shore, M. L.....	1902 Apex
814. Shuford, L. D.....	1924 Forest City
815. Simmons, W. C.....	1939 Hickory
816. Simmons, H. R.....	1931 Lumberton
817. Simmons, F. J.....	1942 Conover
818. Singletary, F. B.....	1914 Greensboro
819. Singletary, W. O.....	1901 Winston-Salem
820. Sisk, C. J.....	1924 Asheville
821. Sisk, C. T.....	1902 Bryson City
822. Sitison, J. A.....	1927 Mount Airy
823. Sloan, W. L.....	1939 Graham
824. Sloop, L. L.....	1901 High Point
825. Sloop, M. B.....	1928 China Grove
826. Smith, F. L.....	1917 Pineville
827. Smith, F. T.....	1887 Richmond, Va.
828. Smith, C. H.....	1899 Charlotte
829. Smith, H. E.....	1938 Conover
830. Smith, T. E.....	1928 Goldsboro
831. Smith, Leon.....	1912 Kannapolis
832. Smith, W. O.....	1908 Arlington, Va.
833. Smith, O. W.....	1937 Pilot Mountain
834. Smith, W. J.....	1937 Chapel Hill
835. Smith, L. Wriston.....	1940 Kannapolis
836. Smith, E. H., Jr.....	1941 Lynchburg, Va.
837. Smith, D. A.....	1924 Baltimore, Md.
838. Smith, C. N.....	1910 Washington, D.C.
839. Snypes, C. D.....	1923 Charlotte
840. Sparks, L. R., Jr.....	1941 Durham
841. Sparks, J. E.....	1926 Pinetops
842. Stamps, J. N.....	1929 High Point
843. Stainback, T. E.....	1914 Norfolk, Va.
844. Stanback, T. M.....	1905 Spencer
845. Stancil, J. H.....	1912 Charlotte
846. Stanley, V. E.....	1934 Charlotte
847. Stein, Meyer.....	1930 Philadelphia, Pa.
848. Stephens, J. L., M.D. (col.).....	1915 Cleveland, Ohio
849. Stephenson, E. V.....	1938 Madison
850. Stevens, M. W.....	1940 Lillington
851. Stevenson, J. T.....	1917 Elizabeth City
852. Stewart, W. M.....	1903 Charlotte
853. Stimson, J. H.....	1910 Statesville
854. Stone, B. F.....	1929 Elizabethtown

855. Stone, E. V.....1932 Charlotte
 856. Stone, W. L.....1922 Franklinton
 857. Stowe, L. H.....1908 Charlotte
 858. Stowe, H. R.....1910 Charlotte
 859. Stowe, C. D.....1917 Asheville
 860. Streetman, J. W.....1894 Marion
 861. Strickland, C. B.....1932 Fayetteville
 862. Strowd, Dortch.....1929 Kinston
 863. Sullivan, L. S.....1928 Lynchburg, Va.
 864. Summey, P. D.....1917 Mount Holly
 865. Summey, K. N.....1910 Mount Holly
 866. Sumney, Ptolemy.....1903 Dallas
 867. Suominen, M. M.....1939 Rocky Mount
 868. Suttle, J. A.....1906 Shelby
 869. Suttlemyre, C. P.....1935 Charlotte
 870. Suttlemyre, P. J.....1914 Hickory
 871. Sutton, J. L.....1914 Chapel Hill
 872. Swaney, C. A.....1924 Winston-Salem
 873. Swaringen, DeWitt C.....1897 China Grove
 874. Swindell, E. S.....1911 Durham
 875. Sykes, R. J.....1907 Greensboro

T

876. Tally, H. A.....1905 Asheville
 877. Tarkenton, E. L.....1901 Wilson
 878. Tart, D. W.....1906 Roseboro
 879. Tate, D. O.....1935 Albemarle
 880. Tate, E. H.....1925 Lenoir
 881. Tatum, J. M.....1928 Asheville
 882. Taylor, C. A.....1908 Washington
 883. Taylor, D. G.....1910 Spray
 884. Taylor, W. P.....1912 Roanoke Rapids
 885. Taylor, J. C.....1917 Durham
 886. Taylor, L. B.....1928 Conway
 887. Taylor, N. T.....1936 Raleigh
 888. Taylor, H. T.....1937 Rocky Mount
 889. Tee, H. A.....1942 Harrington, Del.
 890. Templeton, G. S.....1926 Mooresville
 891. Tennant, W. D., Jr.....1926 Greensboro
 892. Thomas, J. I.....1939 Raeford
 893. Thomas, W. G., Jr.....1911 Varina
 894. Thomas, E. E.....1913 Roxboro
 895. Thomas, E. R.....1902 Erwin
 896. Thomas, P. L.....1931 Roxboro
 897. Thompson, A. J.....1902 Badin
 898. Thompson, J. L.....1925 Reidsville

899. Thompson, Paul H.....1924 Fairmont
 900. Thompson, T. H. (col.).....1942 Burlington
 901. Thornton, J. W., Jr.....1942 Dunn
 902. Thornton, W. H.....1914 Newton
 903. Thornton, G. P.....1939 Goldsboro
 904. Tilley, J. E.....1923 Winston-Salem
 905. Tingen, W. Z.....1917 Charlotte
 906. Toms, B. C.....1911 Salisbury
 907. Townsend, J. H.....1910 Red Springs
 908. Townsend, E. F.....1900 Red Springs
 909. Trent, J. A.....1913 Danville, Va.
 910. Tripp, G. O.....1923 Raleigh
 911. Trotter, J. R.....1906 Salisbury
 912. Trotter, P. L.....1942 Pilot Mountain
 913. Tucker, R. H.....1897 Reidsville
 914. Tunstall, J. P.....1939 Washington
 915. Turlington, J. E.....1915 Lumberton
 916. Turnmire, A. P.....1921 Mount Airy
 917. Tuttle, B. M.....1916 Angier
 918. Tyson, J. W.....1937 Greensboro
 919. Tyson, W. B.....1938 Rocky Mount

U

920. Umstead, O. L.....1931 Bahama
 921. Underwood, H. P., Jr.....1941 Fayetteville
 922. Upchurch, M. T.....1934 Smithfield
 923. Usher, J. T.....1931 Greensboro

V

924. Varner, S. E., Jr.....1940 Brevard
 925. Vinson, E. L.....1908 Halifax
 926. Vinson, J. T.....1914 Goldsboro

W

927. Walker, A. DuV.....1925 Wilmington
 928. Walker, H. W.....1923 Norlina
 929. Walker, H. L.....1929 Summerfield
 930. Wallace, A. C.....1924 Star
 931. Walters, A. K.....1940 Burlington
 932. Walton, R. C.....1916 Raleigh
 933. Ward, E. H.....1914 Tarboro
 934. Ward, W. A.....1924 Swannanoa
 935. Ward, B. R.....1931 Goldsboro
 936. Warren, L. A.....1917 Garland
 937. Warren, L. A., Jr.....1939 Garland
 938. Warren, B. S.....1908 Greenville

939. Warren, J. C.....1915 Benson
940. Warren, B. G.....1926 Winston-Salem
941. Waters, G. W., Jr.....1910 Goldsboro
942. Waters, P. V.....1939 Mooresville
943. Watkins, W. O.....1905 Rutherfordton
944. Watkins, J. C.....1941 Emporia, Va.
945. Watson, Richard.....1924 Hendersonville
946. Watson, J. W.....1938 Rocky Mount
947. Watson, R. N.....1938 Jonesboro
948. Way, J. A., Jr.....1938 Winston-Salem
949. Webb, Paul.....1898 Shelby
950. Webb, C. I.....1903 Charlotte
951. Webb, E. L.....1907 Thomasville
952. Webb, T. P., Jr.....1932 Shelby
953. Welborne, W. F.....1902 Lexington
954. Welch, W. D., Jr.....1930 Washington
955. Welfare, S. E.....1905 Winston-Salem
956. Wells, V. D.....1939 Hyattsville, Md.
957. Wells, R. R.....1934 Shelby
958. West, J. F.....1915 Winston-Salem
959. West, W. L.....1925 Roseboro
960. Wharton, L. A.....1909 Gibsonville
961. Wheeler, C. R.....1919 Winston-Salem
962. Wheless, J. M.....1901 Farmville
963. White, C. B.....1928 Henderson
964. White, D. F.....1928 Mebane
965. White, H. G.....1903 Elm City
966. White, W. R.....1910 Warrenton
967. White, G. S.....1910 Lexington
968. White, E. S.....1921 Burlington
969. White, J. E.....1913 Raleigh
970. White, J. I.....1917 Burlington
971. White, J. J.....1928 Henderson
972. White, J. S.....1921 Mebane
973. Whitehead, C. R.....1924 Ramseur
974. Whitehead, J. D., Jr.....1912 Enfield
975. Whiteley, R. S.....1934 Greensboro
976. Whiteley, I. C.....1938 Morganton
977. Whitford, B. H.....1941 Washington
978. Whitley, J. R.....1916 Mars Hill
979. Whitley, H. E.....1930 Concord
980. Whitley, W. Y.....1939 Fremont
981. Wiggins, W. W.....1916 Raleigh
982. Wilkerson, I. O.....1911 Greensboro
983. Wilkins, W. R.....1904 Mocksville
984. Williams, M. P.....1902 Charlotte
985. Williams, S. W.....1898 Raleigh
986. Williams, A. H. A.....1910 Oxford
987. Williams, M. V. B.....1916 Winston-Salem
988. Williams, J. C.....1921 Bessemer City
989. Williams, M. H.....1941 Lexington
990. Williamson, C. M.....1926 Laurinburg
991. Williamson, J. W.....1921 Salisbury
992. Willis, Beatrice Averitt.....1922 Raleigh
993. Willis, R. M.....1922 Southport
994. Wilson, T. H.....1909 Cramerton
995. Wilson, W. B.....1912 Hendersonville
996. Wilson, L. R.....1916 Lowell
997. Wilson, G. S.....1921 Oteen
998. Wimberley, R. E. (col.).....1920 Raleigh
999. Windecker, G. H.....1941 Ridgefield Park,
N. J.
1000. Winders, H. M.....1925 Farmville
1001. Wohlford, H. W.....1910 Charlotte
1002. Wolfe, W. S.....1913 Mount Airy
1003. Wolfe, J. C.....1905 Hickory
1004. Womble, D. J.....1924 Durham
1005. Womble, L. N., Jr.....1936 Plymouth
1006. Wood, E. H.....1905 New Bern
1007. Woodard, E. V.....1914 Selma
1008. Woodard, B. P.....1939 Princeton
1009. Woolard, E. W.....1915 Henderson
1010. Wootten, G. R.....1896 Hickory
1011. Wooten, J. W. F.....1926 Fayetteville
1012. Worthington, E. C.....1917 Kinston
1013. Worthy, F. S.....1905 Washington
1014. Wrike, W. C.....1921 Graham
1015. Wynne, W. M. (col.).....1930 Greensboro

Y

1016. Yancey, D. C. (col.).....1926 Wilson
1017. Yancey, L. A. (col.).....1908 Charlotte
1018. Yates, C. L.....1909 Charlotte
1019. Yoder, C. R.....1908 Conover
1020. Young, C. T.....1905 Mebane

Z

1021. Zoeller, E. V.....1881 Tarboro
1022. Zuckerman, I. L.....1910 Greensboro

Pharmacists Registered by Reciprocity

June 1, 1943

A

1023. Adair, W. H.....1924 Roxboro-Cavel
From Alabama
1024. Airheart, W. T.....1934 Concord
From Georgia
1025. Alexander, W. W.....1942 Charlotte
From South Carolina
1026. Allen, W. D.....1936 Old Fort
From Virginia
1027. Allison, J. B.....1930 Concord
From South Carolina
1028. Alston, M. J. (col.).....1923 Martinsville, Va.
From Tennessee
1029. Andes, G. E.....1928 Wadesboro
From Virginia
1030. Artice, A. R. (col.).....1928 Elizabeth City
From Pennsylvania

B

1031. Berry, L. B.....1933 Charlotte
From Oklahoma (Re-reg.)
1032. Bissette, P. B.....1923 Wilson
From Virginia
1033. Black, O. R.....1927 Bessemer City
From Arizona
1034. Black, Samuel.....1942 Hendersonville
From Florida
1035. Blackman, B. L.....1925 Statesville
From South Carolina (Re-reg.)
1036. Bobst, H. R.....1930 Brevard
From New Jersey (Re-reg.)
1037. Bolinger, C. E.....1927 Asheville
From Georgia
1038. Booth, G. D.....1936 Durham
From South Carolina (Re-reg.)
1039. Bradford, C. H.....1936 Greensboro
From South Carolina
1040. Brison, J. E.....1933 Belmont
From South Carolina
1041. Brison, S. P.....1919 Belmont
From South Carolina
1042. Bullock, Clifton.....1935 Spruce Pine
From Connecticut
1043. Burlage, H. M.....1937 Chapel Hill
From Washington
1044. Burrus, S. B.....1923 Canton
From Georgia
1045. Butler, A. E.....1936 Raleigh
From South Carolina

C

1046. Cagle, C. V.....1924 Greensboro
From Georgia

1047. Cain, C. M.....1929 Caroleen
From South Carolina
1048. Caldwell, P. L.....1925 Wilmington
From Georgia
1049. Callahan, E. F.....1919 Durham
From South Carolina
1050. Cameron, W. L.....1933 Tarboro
From South Carolina
1051. Chandler, E. O.....1930 Leaksville
From Virginia
1052. Civil, J. K.....1935 Charlotte
From South Carolina
1053. Clark, Dr. R. W.....1937 Rahway, N. J.
From Wisconsin
1054. Cole, T. R.....1924 Sanford
From Georgia
1055. Cook, D. B. (col.).....1919 Weldon
From Tennessee
1056. Cooke, F. X.....1943 Wilmington
From Pennsylvania
1057. Cooley, F. R.....1938 Raleigh
From Georgia
1058. Cornelius, R. E.....1932 Kannapolis
From Ohio (Re-reg.)
1059. Cousins, W. G.....1924 Charlotte
From Pennsylvania
1060. Cox, R. O.....1923 Detroit, Mich.
From Michigan
1061. Crabtree, W. A.....1923 Sanford
From Georgia
1062. Cromley, R. I.....1937 Raleigh
From Georgia

D

1063. Dalman, G. C-Y.....1940 Charlotte
From South Carolina
1064. Davis, C. E., Jr.....1939 Shelby
From South Carolina
1065. Day, L. G.....1930 Spruce Pine
From South Carolina
1066. Dennis, C. M.....1928 Shelby
From South Carolina
1067. Dodd, C. N.....1932 Raleigh
From Virginia (Re-reg.)
1068. Doshier, G. R.....1935 Southport
From Massachusetts

E

1069. Easley, W. V. (col.).....1935 Whiteville
From District of Columbia
1070. Edmonds, M. M.....1940 Fair Bluff
From Missouri
1071. Elson, J. R.....1929 Enka
From West Virginia

1072. Evans, W. B.....1923 Enka
From Texas

F

1073. Feagin, E. L.....1923 Hendersonville
From Alabama

1074. Fearrington, T. B.....1924 Valdese
From Mississippi (Re-reg.)

1075. Felkel, O. L.....1941 Hendersonville
From South Carolina

1076. Fulmer, P. A.....1940 Greer, S. C.
From South Carolina

G

1077. Gilbert, W. B.....1921 Raleigh
From Georgia

1078. Gillikin, C. E.....1931 Kenly
From South Carolina

1079. Gooden, D. T.....1926 Grottoes, Va.
From Virginia

1080. Griffin, Octavus.....1926 Roanoke Rapids
From Virginia

H

1081. Hall, H. B. (col.).....1932 Winston-Salem
From Alabama

1082. Ham, T. J., Jr.....1922 Yanceyville
From Virginia

1083. Hamlin, J. T. (col.).....1922 Raleigh
From West Virginia

1084. Hammond, H. A.....1937 Charlotte
From South Carolina

1085. Harden, Wilkins.....1936 Raleigh
From Arkansas

1086. Hardwicke, St. J. H.....1923 Wake Forest
From South Carolina

1087. Hendrick, A. B.....1937 Monroe
From South Carolina

1088. Henriksen, H. E.....1939 Raleigh
From South Carolina

1089. Herndon, H. H.....1940 Danville, Va.
From Georgia

1090. Hertzog, C. W.....1935 Atlanta, Ga.
From South Carolina

1091. Holland, R. F.....1919 Charlotte
From South Carolina (Re-reg.)

1092. Holroy, R. McT.....1927 Whiteville
From West Virginia

1093. Hooper, J. L.....1941 Hiawassee, Ga.
From Georgia

1094. Hough, J. T.....1923 Charlotte
From South Carolina

1095. Howell, J. G.....1942 Charleston, S. C.
From South Carolina

1096. Hubbard, Estill.....1928 Lexington, Ky.
From Kentucky

I

1097. Irvin, O. L.....1924 Concord
From Georgia

J

1098. Jackson, O. J. (col.).....1930 Goldsboro
From Tennessee

1099. Jenkins, W. I.....1931 Biscoe
From Virginia (Re-reg.)

1100. Johnson, R. J.....1924 Asheville
From South Carolina

1101. Johnson, O. L.....1935 Charlotte
From Maryland

1102. Johnson, L. O.....1926 Florence, S. C.
From South Carolina

1103. Joiner, L. B.....1920 Salisbury
From South Carolina

1104. Joiner, A. E.....1923 High Point
From Georgia

1105. Jones, J. L.....1922 Canton
From Georgia

1106. Jones, Dolan.....1925 Monroe
From Georgia

1107. Jones, M. L.....1937 Asheville
From Tennessee

K

1108. Keenum, R. F.....1919 Sylva
From Tennessee

1109. King, W. M. (col.).....1919 Greensboro
From South Carolina

1110. Kirkpatrick, G. L.....1927 Asheville
From South Carolina

1111. Kraus, Emma Myrtle.....1940 Charlotte
From Virginia

L

1112. Lamar, W. L., Jr.....1923 Albemarle
From Alabama

1113. Lamar, W. M.....1939 Fayetteville
From Alabama

1114. Lasley, C. G.....1934 Hickory
From Pennsylvania

1115. Laughlin, D. A.....1939 Raleigh
From Pennsylvania

1116. Ledford, J. E.....1940 Bradford, Va.
From Georgia

1117. Lewis, B. B.....1941 Lincolnton
From Ohio

M

1118. Marchman, J. F.....1943 Franklin
From Georgia

1119. Matthews, G. W.....1920 Asheville
From South Carolina
1120. McBride, T. L.....1919 Marshville
From Pennsylvania
1121. McDonald, H. C.....1939 Brevard
From South Carolina
1122. McGahee, G. L.....1922 Charlotte
From Georgia (Re-reg.)
1123. McLean, E. J.....1934 Durham
From Georgia
1124. Merriman, W. D.....1928 Charlotte
From South Carolina
1125. Miller, A. J.....1925 Hendersonville
From Michigan
1126. Miller, R. E.....1935 Wilmington
From South Carolina
1127. Mitchell, C. E.....1934 Highlands
From South Carolina
1128. Mock, C. H.....1939 Elizabethton,
From Tennessee Tenn.
1129. Mooneyham, A. O.....1919 Asheville
From Alabama (Re-reg.)
1130. Mooneyham, O. J.....1928 Avondale
From Georgia
1131. Moore, A. L.....1927 Hickory
From Georgia
1132. Moore, T. E.....1936 Norfolk, Va.
From Virginia
1133. Moose, W. L.....1926 Mount Pleasant
From Maryland

N

1134. Noell, R. J.....1938 Asheville
From Georgia
1135. Norman, J. P.....1924 Greensboro
From Virginia (Re-reg.)

O

1136. O'Brien, J. I.....1918 Pinehurst
From Massachusetts
1137. Oliver, E. W.....1933 Greensboro
From Alabama
1138. Oliver, G. G.....1943 Lumberton
From South Carolina
1139. Owen, F. R.....1935 Tryon
From Georgia

P

1140. Parker, A. F.....1943 Goldsboro
From Florida
1141. Peters, D. B.....1940 Newport, R. I.
From District of Columbia
1142. Porter, J. D.....1931 Belmont
From Georgia

1143. Powers, C. D.....1930 Richmond, Va.
From Pennsylvania
1144. Prince, R. M.....1929 High Point
From South Carolina (Re-reg.)

R

1145. Reamer, I. T.....1931 Durham
From Maryland
1146. Rigby, J. N.....1928 Ahoskie
From South Carolina
1147. Rollins, E. W.....1935 Winston-Salem
From South Carolina
1148. Russell, P. B.....1941 Los Angeles, Cal.
From Nebraska
1149. Russell, H. G.....1942 Raleigh
From Georgia

S

1150. Sanders, C. A.....1937 Thomasville
From South Carolina
1151. Sappenfield, J. A.....1924 Kannapolis
From Georgia
1152. Saunders, L. S.....1926 Wilmington
From Virginia
1153. Savage, Robert.....1928 Pilot Mountain
From Maryland
1154. Sawyer, R. B.....1925 Winston-Salem
From Colorado
1155. Scruggs, R. G.....1919 Asheville
From Georgia
1156. Sheider, G. A.....1918 West Asheville
From Georgia
1157. Sherard, J. F.....1920 Leaksville
From South Carolina
1158. Sherrod, W. I.....1936 Dandridge,
From Tennessee Tenn.
1159. Shigley, H. H.....1934 Asheville
From Ohio
1160. Skinner, F. L.....1941 Spencer
From Virginia
1161. Sloan, R. R.....1927 Rutherfordton
From Virginia
1162. Smith, J. M.....1925 Spartanburg,
From Wisconsin S. C.
1163. Smith, V. F.....1929 Greensboro
From Missouri
1164. Smith, J. P. F.....1923 West End
From South Carolina
1165. Sparkman, D. D., Jr.....1931 St. Pauls
From Virginia
1166. Spencer, B. W., Jr.....1932 Durham
From South Carolina
1167. Spencer, R. B.....1932 Raleigh
From Virginia

1168. Stacy, L. B.....1928 Gastonia
From Georgia

1169. Stone, B. M.....1936 Charlotte
From Florida

1170. Sullivan, H. M.....1940 Spartanburg,
From South Carolina S. C.

1171. Summerlin, A. R.....1925 Laurinburg
From South Carolina

T

1172. Tainter, D. W.....1931 Marion
From Tennessee

1173. Taylor, H. R. (col.).....1938 Tarboro
From Tennessee

1174. Thomas, F. E.....1938 Charlotte
From Alabama

1175. Thompson, J. V.....1924 East Flat Rock
From South Carolina

1176. Thompson, G. Miller.....1933 Rocky Mount
From Oklahoma

1177. Threatt, J. B.....1922 Durham
From Georgia

1178. Tolson, J. G., Jr.....1927 Henderson
From South Carolina

1179. Toms, E. R.....1919 Wilmington
From Georgia

U

1180. Underhill, J. A.....1928 Madison
From South Carolina

V

1181. Vaughan, A. M.....1926 Portsmouth, Va.
From Missouri

W

1182. Walters, J. E.....1928 Belmont
From South Carolina (Re-reg.)

1183. Watkins, F. D.....1925 Charlotte
From South Carolina

1184. Webster, W. B.....1941 Tabor City
From South Carolina

1185. White, H. W.....1925 Fayetteville
From South Carolina

1186. White, W. G.....1924 Charlotte
From South Carolina

1187. Whitehead, T. E.....1930 Charlotte
From Georgia

1188. Williams, L. L.....1920 Morven
From Georgia

1189. Williston, F. D. (col.).....1927 Fayetteville
From Tennessee (Re-reg.)

1190. White, R. L.....1929 Troy
From South Carolina

1191. Wilson, C. A.....1922 Monroe
From Virginia

1192. Wilson, E. C.....1919 Burlington
From Virginia

1193. Woodward, G. B.....1926 Erwin, Tenn.
From Tennessee

Y

1194. Yearwood, T. C.....1938 Charlotte
From Illinois

1195. Young, T. F.....1938 Blowing Rock
From Arkansas

Registered Assistant Pharmacist

June 1, 1943

1. Adams, L. T.....1934 Winston-Salem

2. Badgett, E. W.....1935 Mount Airy

3. Bass, J. A.....1932 Wilson

4. Birkitt, S. P.....1931 Charlotte

5. Brame, P. J.....1932 No. Wilkesboro

6. Branch, B. C.....1928 Rocky Mount

7. Brooks, C. M.....1931 Concord

8. Brown, H. S.....1932 Goldsboro

9. Bryant, Miss Nan.....1938 Tarboro

10. Carrigan, J. F.....1930 Granite Falls

11. Chadwick, S. T.....1933 Kinston

12. Dillinger, H. M.....1931 Mount Holly

13. Eller, R. C.....1932 Belmont

14. Fussell, T. E.....1935 Chapel Hill

15. Griffin, T. W.....1930 Statesville

16. Gwynn, A. A.....1938 Leaksville

17. Hales, C. W.....1931 Jacksonville

18. Harrison, J. W.....1936 Asheville

19. Harrison, Melrose.....1932 Charlotte

20. Heslep, F. W.....1923 Beaufort

21. Humphries, A. T.....1934 Charlotte

22. Kemp, A. T.....1933 Burlington

23. King, R. G.....1933 New Bern

24. Maus, F. B.....1928 Greensboro

25. McConnell, Miss Ethel.....1926 Newton

26. Moore, H. W.....1933 Lexington

27. Moose, H. F.....1934 Statesville

28. Musgrove, W. M.....1924 Catawba

29. O'Brien, C. C.....1936 Greensboro

30. Owens, T. I.....1938 Tarboro

31. Perry, N. B.....1935 Charlotte

32. Porter, J. N.....1933 Charlotte

33. Russell, L. D.....1930 Greensboro

34. Stiles, M. O.....1932 Mooresville

35. Wade, C. E.....1935 Colerain

36. David, J. P.....1936 Wilson

37. Munns, R. F.....1934 Wilmington

List of Registered Practicing Physicians

LIVING IN TOWNS OF NOT MORE THAN 500 INHABITANTS TO WHOM PERMITS TO CONDUCT DRUG STORES HAVE BEEN GRANTED JUNE 1, 1943.

- | | | | |
|--|--------------------|---|--------------------|
| 1. Griffis, J. W.
Denton..... | Davidson County | 56. Lee, L. V.
Lattimore..... | Cleveland County |
| 3. Martin, J. H.
Red Oak..... | Nash County | 57. Bridger, D. H.
Bladenboro..... | Bladen County |
| 6. Baynes, R. H.
Hurdle Mills..... | Person County | 68. Beard, G. C.
Atkinson..... | Pender County |
| 7. Patterson, J. H.
Broadway..... | Lee County | 70. Credle, C. S.
Colerain..... | Bertie County |
| 11. Smith, A. J.
Black Creek..... | Wilson County | 71. Currie, D. S.
Parkton..... | Robeson County |
| 16. Helsabeck, C. J.
Walnut Cove..... | Stokes County | 74. Beasley, E. B.
Fountain..... | Pitt County |
| 17. Reed, D. H.
Wagram..... | Scotland County | 75. Hawes, C. F.
Rose Hill..... | Duplin County |
| 18. Hutchinson, S. S.
Bladenboro..... | Bladen County | 77. Wright, J. E.
Macclesfield..... | Edgecomb County |
| 21. Gouge, A. E.
Bakersville..... | Mitchell County | 78. McGuire, B. B.
Newland..... | Avery County |
| 22. Royal, D. M.
Salemberg..... | Sampson County | 79. Fulp, J. F.
Stoneville..... | Rockingham County |
| 24. Parker, J. W., Jr.
Seaboard..... | Northampton County | 82. McMillan, J. M.
Candor..... | Montgomery County |
| 27. Reid, T. N.
Matthews..... | Mecklenburg County | 83. Bell, O. E.
Winton..... | Hertford County |
| 29. Powell, E. C.
Middlesex..... | Nash County | 84. Howell, W. L.
Ellerbe..... | Richmond County |
| 30. Stone, G. E.
King..... | Stokes County | 90. Brown, C. E.
Faith..... | Rowan County |
| 34. Lubchenko, N. E.
Harrisburg..... | Cabarrus County | 91. Dodd, B. R.
Rolesville..... | Wake County |
| 35. Rose, J. W.
Pikeville..... | Wayne County | 92. Maxwell, M. T.
Robbinsville..... | Graham County |
| 39. Gooding, G. V.
Kenansville..... | Duplin County | 94. Bradshaw, T. G.
Sims..... | Wilson County |
| 41. Tucker, E. V.
Grifton..... | Pitt County | 97. Kinlaw, McC.
Pembroke..... | Robeson County |
| 42. Clark, DeW. D.
Clarkton..... | Bladen County | 98. Dawson, J. N.
Lake Waccamaw..... | Columbus County |
| 44. Hinnant, Wilford
Micro..... | Johnston County | 99. Long, F. Y.
Catawba..... | Catawba County |
| 47. Stone, W. M.
Dobson..... | Surry County | 101. Purdy, J. J.
Oriental..... | Pamlico County |
| 49. Hackney, B. H.
Lucama..... | Wilson County | 102. Parrette, Nettie C.
Robbinsville..... | Graham County |
| 51. Bonner, J. B.
Aurora..... | Beaufort County | 103. Parker, C. G.
Woodland..... | Northampton County |
| 55. Dawson, W. E.
Hookerton..... | Greene County | 106. Hayes, J. W.
Shallotte..... | Brunswick County |
| | | 107. Finney, J. R.
Boonville..... | Yadkin County |
| | | 108. Vassey, Thomas
Trenton..... | Jones County |
| | | 109. Dalton, William Bennett
Stokesdale..... | Guilford County |

110. Eagles, Charles Sidney
Saratoga.....Wilson County
111. Staton, Leon Raphael
Hayesville.....Clay County
113. Weathers, Rupert Ryan
Knightdale.....Wake County
114. Morgan, Ernest Luther
Clyde.....Haywood County
115. Cole, Walter Franklin
Bunn.....Franklin County

List of Drug Stores

Revised June 1st, 1943

ABERDEEN—Moore County

1. Bryan Drug Company, Inc.
2. McCrummen's Drug Store

AHOSKIE—Hertford County

3. Copeland Drug Company
4. Walker-Holloman Drug Co., Inc.

ALBEMARLE—Stanley County

5. Loftin's Drug Store
6. Phillips Drug Co.
7. Albemarle Drug Co., Inc.
8. Purcell Drug Co.

ANDREWS—Cherokee County

9. Davis Drug Company

ANGIER—Harnett County

10. Overby's Drug Store
11. Adams and Young Drug Co.

APEX—Wake County

12. H. O. Holland, Druggist
13. A. V. Baucom Pharmacy

ASHEBORO—Randolph County

14. Asheboro Drug Company
15. Reaves Pharmacy
16. Standard Drug Store
17. Randolph Drug Co.
18. Reaves Walgreen Agency Drug Store

ASHEVILLE—Buncombe County

19. Asheville Pharmacy
20. Charlotte Street Drug Co., Inc.
21. Eckerd's of Asheville, N. C., Inc.
22. Finley's Depot Drug Co., Inc.
23. Goode's Drug Store, Inc.
24. Grove Park Pharmacy
25. Haywood Street Pharmacy
26. Johnson Drug Company
27. McMinn Drug Store
28. Merrimon Avenue Pharmacy
29. Y. M. I. Drug Store (col.)

30. Mooneyham's Drug Store
31. Pinner's Drug Store
32. Public Service Pharmacy, Inc.
33. Adams-Blauvelt, Inc.
34. Kenilworth Drug Store
35. Liggett's Drug Store, No. 1150
36. Mullen's Pharmacy
37. Aiken and Horton
38. Norwood Pharmacy
39. Shigley's Drug Store
40. Cline's Drug Store
41. Hester's Pharmacy
42. Shigley's, Inc.

ATKINSON—Pender County

43. Atkinson Drug Company

AULANDER—Bertie County

44. Aulander Pharmacy

AURORA—Beaufort County

45. Windley Drug Store

AVONDALE—Rutherford County

46. Mooneyham's Drug Store

AYDEN—Pitt County

47. Edwards Pharmacy
48. M. M. Sauls

BADIN—Stanley County

49. Badin Drug Company, Inc.

BAILEY—Nash County

50. Etheridge Drug Store

BAKERSVILLE—Mitchell County

51. City Drug Store

BEAUFORT—Carteret County

52. F. R. Bell, Druggist
53. Joseph House, Druggist
54. Guthrie-Jones Drug Co.

BELHAVEN—Beaufort County

55. O'Neal Drug Store
56. Davis Drug Store

BELMONT—Gaston County

57. Belmont Drug Company
58. Catawba Pharmacy
59. Robinson Drug Store

BENSON—Johnston County

60. Benson Drug Company, Inc.
61. Peacock Drug Company
62. Warren Drug Company

BESSEMER CITY—Gaston County

63. Central Drug Store
64. Curtis Pharmacy

- BETHEL—Pitt County
65. H. L. Rives Drug Company
- BILTMORE—Buncombe County
66. Aiken's Pharmacy
67. Avera Drug Store
68. Biltmore Drug Store
- BISCOE—Montgomery County
69. Biscoe Drug Store
- BLACK CREEK—Wilson County
70. Rice Drug Company
- BLACK MOUNTAIN—Buncombe County
71. Black Mountain Drug Company, Inc.
72. Jumper's Pharmacy
- BLADENBORO—Bladen County
73. Bridger Drug Store
74. Hutchinson's Drug Store
- BLOWING ROCK—Watauga County
75. Blowing Rock Drug Co.
- BOONE—Watauga County
76. Boone Drug Company
77. Carolina Pharmacy
- BOONVILLE—Yadkin County
78. Boonville Drug Company
- BREVARD—Transylvania County
79. S. M. Macfie Drug Company
80. Long's Drug Store
81. Varner Drug Store, Inc.
- BROADWAY—Lee County
82. Broadway Drug Company
- BRYSON CITY—Swain County
83. Bryson City Drug Company
84. Sisk Drug Store
- BUIE'S CREEK—Harnett County
85. Wiggins Drug Store
- BUNN—Franklin County
86. Bunn Drug Company
- BURGAW—Pender County
87. Dees Drug Store
- BURLINGTON—Alamance County
88. Acme Drug Company, Inc.
89. Asher-McAdams Drug Company
90. Burlington Drug Company, Inc.
91. City Drug Company, Inc.
92. Davis St. Pharmacy, Inc.
93. East End Drug Store
94. Heritage-Wilson Drug Company
95. Main Street Drug Co., Inc.
96. Mann's of Burlington, N. C., Inc.
97. Worth Street Drug Store (col.)
- BURNSVILLE—Yancey County
98. Pollard's Drug Store
- CANDOR—Montgomery County
99. Candor Drug Company
- CANTON—Haywood County
100. Canton Drug Store
101. Martin's Drug Store
102. Champion Cut-Rate Drug Store
103. Hendrix Drug Store
- CAROLEEN—Rutherford County
104. Henrietta Mill Store, No. 2
- CAROLINA BEACH—New Hanover County
105. Carolina Beach Drug Store
- CARRBORO—Orange County
106. Senter's Drug Store
- CARTHAGE—Moore County
107. Shield's Drug Company
- CARY—Wake County
108. Adams Drug Store
- CATAWBA—Catawba County
109. Catawba Drug Company
- CHADBOURN—Columbus County
110. John E. Koonce Drug Company
- CHAPEL HILL—Orange County
111. Eubanks Drug Company
112. Sutton Drug Store
113. Pritchard Drug Company
114. Carolina Pharmacy
- CHARLOTTE—Mecklenburg County
115. Blair Drug Company
116. Carolina Cut Rate Drug Store, Inc.
117. Carolina Pharmacy
118. Charlotte Drug Company
119. Eckerd's of Charlotte, N. C., Inc.
120. Independence Drug Store
121. Meyers Park Pharmacy
122. Perry Drug Store
123. Sterling Drug Store, Inc.
124. James P. Stowe and Company, Inc.
125. T. A. Walker, Druggist
126. Yates Pharmacy
127. Walgreen Drug Store
128. Park Place Pharmacy, Inc., No. 1
129. Rex Drug Store (col.)
130. Plaza Drug Store
131. Merriman's Pharmacy

- 132. Elizabeth Drug Store
- 133. Hose Drug Company
- 134. Leggett's Drug Store, No. 1151
- 135. Lisk Pharmacy, No. 1
- 136. Lisk Pharmacy, No. 2
- 137. Selwyn Cut Rate Drug Store, Inc.
- 138. Hoskins Drug Company
- 139. Wesley Heights Pharmacy
- 140. Yancey's Drug Store (col.)
- 141. Nance Drug Store
- 142. Hawthorne Pharmacy
- 143. Bizzell's Pharmacy
- 144. Bailey's Prescription Shop
- 145. Smith-Henderson Pharmacy
- 146. Stanley Drug Stores, Inc., No. 1.
- 147. Stanley Drug Stores, Inc., No. 2
- 148. Stanley Drug Stores, Inc., No. 3
- 149. Niven Drug Company
- 150. Sapp's Cut Rate Drugs
- 151. Hardee's Pharmacy
- 152. Addison Pharmacy
- 153. Eckerd's of Charlotte, N. C., Inc., No. 2
- 154. Boulevard Pharmacy
- 155. Charlotte Memorial Hospital Pharmacy

CHERRYVILLE—Gaston County

- 156. Allen Drug Company
- 157. Houser Drug Company, Inc.

CHINA GROVE—Rowan County

- 158. Hart's Drug Store
- 159. China Grove Drug Co.

CLARKTON—Bladen County

- 160. G. L. and E. S. Clark

CLAYTON—Johnston County

- 161. Beddingfield Brothers
- 162. Whitley-Bain Drug Company

CLEVELAND—Rowan County

- 163. Cleveland Drug Company

CLIFFSIDE—Rutherford County

- 164. Mills Drug Company

CLINTON—Sampson County

- 165. Butler's Pharmacy
- 166. Moseley-Chesnutt
- 167. Joe Reynolds
- 168. Register Drug Store

CLYDE—Haywood County

- 169. Clyde Pharmacy

COATS—Harnett County

- 170. Roycroft Drug Co.

COLERAIN—Bertie County

- 171. Wade's Pharmacy

COLUMBIA—Tyrrell County

- 172. Main Street Pharmacy

CONCORD—Cabarrus County

- 173. Clines Pharmacy
- 174. Gibson's, Inc.
- 175. Pearl Drug Company, Inc.
- 176. Porter Drug Company, Inc.
- 177. Airheart Pharmacy
- 178. Whitmore Drug Company

CONOVER—Catawba County

- 179. Conover Drug Company
- 180. Bowman Drug Company

CONWAY—Northampton County

- 181. Taylor Drug Company

COOLEEMEE—Davie County

- 182. Cooleemee Drug Company

CORNELIUS—Mecklenburg County

- 183. Guion Drug Company

CRAMERTON—Gaston County

- 184. Cramerton Drug Company
- 185. The Moss Drug Company

CREEDMOOR—Granville County

- 186. Creedmoor Drug Company

DALLAS—Gaston County

- 187. P. D. Summey, Druggist

DAVIDSON—Mecklenburg County

- 188. White Drug Company
- 189. College Pharmacy

DENTON—Davidson County

- 190. Denton Drug Store

DOBSON—Surry County

- 191. W. M. Stone, Druggist

DRAPER—Rockingham County

- 192. Draper Pharmacy

DUNN—Harnett County

- 193. Fitchett Drug Company, Inc.
- 194. Butler & Lee Drug Co.
- 195. Hood Drug Company
- 196. Dunn Pharmacy

DURHAM—Durham County

- 197. Bull City Drug Store (col.)
- 198. Eckerd's of Durham, N. C., Inc.
- 199. Boone Drug Co.

200. C. E. King and Son
 201. McKay's Pharmacy
 202. Montague's Pharmacy
 203. North Durham Drug Store
 204. Rogers' Drug Company
 205. Westside Pharmacy
 206. Taylor Drug Company
 207. Durham Drug Company
 208. Hospital Pharmacy
 209. Coleman's Drug Store
 210. Duke Hospital Pharmacy
 211. Garrett's Biltmore Drug Store (col.)
 212. Mangum Street Pharmacy
 213. Watts Hospital Pharmacy
 214. United Cigar-Whelan Stores Corporation
 215. Walgreen Company
 216. Holloway Street Pharmacy
 217. People's Cut Rate Drug Store

EAST DURHAM—Durham County

218. Crabtree Pharmacy
 219. Carswell Drug Company

EDENTON—Chowan County

220. Mitchener's Pharmacy, Inc.
 221. Leggett and Davis, Inc.

ELIZABETH CITY—Pasquotank County

222. The Apothecary Shop
 223. Overman and Stevenson
 224. City Drug Store
 225. Jacock's Pharmacy
 226. Albemarle Cut Rate Drugs

ELIZABETH TOWN—Bladen County

227. Hutchinson Drug Store
 228. Bennett-Stone Pharmacy

ELKIN—Surry County

229. Abernethy's Pharmacy
 230. Turner Drug Company
 231. Elk Pharmacy, Inc.

ELLERBE—Richmond County

232. Warner Drug Co.

ELM CITY—Wilson County

233. Elm City Pharmacy
 234. Dixon Drug Company

ENFIELD—Halifax County

235. W. E. Beavens
 236. Harrison Drug Company
 237. Whitehead Drug Company

ENKA—Buncombe County

238. Community Pharmacy, Inc.
 239. Elson's, The Rexall Drug Store

ERWIN—Harnett County

240. E. R. Thomas Drug Company

FAIR BLUFF—Columbus County

241. Rogers Drug Store
 242. Floyd-Anderson Drug Company

FAIRMONT—Robeson County

243. Fairmont Drug Company
 244. Mitchell-Caudell, Druggists

FAISON—Duplin County

245. Morton Drug Store

FAITH—Rowan County

246. H. A. Fesperman Co.

FARMVILLE—Pitt County

247. Wheless Drug Company, Inc.
 248. City Drug Company

FAYETTEVILLE—Cumberland County

249. H. R. Horne and Sons
 250. Mackethan and Company, Druggists
 251. Matthews Pharmacy
 252. Perry's Drug Store (col.)
 253. Souder's Pharmacy
 254. White's Drug Store
 255. Bender's Drug Store
 256. Reaves Cash Drug Store
 257. Wooten Drug Co.
 258. Service Drug Store (col.)
 259. Henderson's Drug Store (col.)
 260. Fayetteville Drug Co.

FONTANA DAM—Graham County

261. Fontana Drug Store

FOREST CITY—Rutherford County

262. Forest City Drug Company
 263. Piedmont Drug Company
 264. Smith's Cut Rate Drug Store

FOUNTAIN—Pitt County

265. Beasley Drug Company

FOUR OAKS—Johnston County

266. Four Oaks Drug Company

FRANKLIN—Macon County

267. Angel Drug Store
 268. Perry's Drug Store

FRANKLINTON—Franklin County

269. L. W. Henderson's Pharmacy

FREMONT—Wayne County

270. Whitley Drug Company

FUQUAY SPRINGS—Wake County

- 271. Elliott's Pharmacy
- 272. Johnson's Drug Store

GARLAND—Sampson County

- 273. L. A. Warren, Druggist

GARNER—Wake County

- 274. Brown's Drug Store

GASTONIA—Gaston County

- 275. Rhyne's Drug Store
- 276. Firestone Drug Store
- 277. Caldwell's Drug Store
- 278. Kennedy's, Inc.
- 279. Franklin Drug Store
- 280. Smith's Drug Store
- 281. Cox Drug Company

GIBSON—Scotland County

- 282. Gibson's Drug Company

GIBSONVILLE—Guilford County

- 283. Gibsonville Drug Co.

GLEN ALPINE—Burke County

- 284. Clinic Drug Store

GOLDSBORO—Wayne County

- 285. Andrews Drug Company
- 286. Brown Drug Company, Inc.
- 287. Goldsboro Drug Company
- 288. Cash Drug Store
- 289. Waters Drug Store
- 290. Vinson Drug Store
- 291. Jackson Drug Co. (col.)
- 292. Robinson's Drug Store
- 293. Ratley's Drug Store

GRAHAM—Alamance County

- 294. Graham Drug Company
- 295. Wrike Drug Company

GRANITE FALLS—Caldwell County

- 296. Caldwell Drug Store

GREENSBORO—Guilford County

- 297. Asheboro Street Pharmacy
- 298. C. C. Fordham Drug Store
- 299. McDuffie-Eubanks Drug Co.
- 300. Green Street Drug Company
- 301. King Cotton Drug Store
- 302. Liggett Drug Co., Inc. No. 1152
- 303. McNeely's Drug Store
- 304. Singletary's Carolina Pharmacy
- 305. Elam Drug Store
- 306. Cecil-Russell Drug Co.
- 307. Crutchfield's Incorporated Drug Store

308. College Drug Store

309. Textile Drug Store

310. Oliver's

311. Cline Drug Co.

312. Walgreen Co.

313. Elm Street Pharmacy

314. Mann's O'Henry Drug Store

315. Morrow Drug Store (col.)

316. Revolution Drug Company

317. Greensboro Drug Company

318. Home Drug Store

319. The New White Oak Drug Store

320. Eccles-Wynn Drug Store (col.)

321. Ashe Street Drug Store

322. Wilkerson-McFalls Drug Company

323. Best Drug Store

GREENVILLE—Pitt County

324. Greenville Drug Company

325. B. S. Warren, Druggist

326. Bissett's Drug Store

327. Hill Horne, Druggist

328. Harrison Drug Store

329. Bell's Pharmacy

GRIFTON—Pitt County.

330. Grifton Pharmacy

GROVER—Cleveland County

331. People's Drug Company

HALIFAX—Halifax County

332. Vinson's Pharmacy

HAMLET—Richmond County

333. C. & W. Pharmacy

334. Birmingham Drug Company

335. Culbreth Drug Store

HARRISBURG—Cabarrus County

336. Dr. N. E. Lubchenko

HAW RIVER—Alamance County

337. Purity Drug Company

HAYESVILLE—Clay County

338. Hayesville Pharmacy

HAZELWOOD—Haywood County

339. McKay's Pharmacy

HEMP—Moore County

340. Lawhon Drug Co.

HENDERSON—Vance County

341. Kerner Drug Company

342. Miles Pharmacy

343. Page-Hocutt Drug Company

344. Southside Drug Company

345. Parker's Drug Store

346. Woolard's

347. White Brothers Drug Company

348. Douglas Drug Store (col.)

349. People's Service Drug Store

HENDERSONVILLE—Henderson County

350. Jackson Pharmacy

351. Justus Pharmacy

352. Wilson Drug Company

353. Freeze Drug Company, Inc.

354. Economy Drug Company

355. Rose Pharmacy

HERTFORD—Perquimans County

356. Roberson's Drug Store

HICKORY—Catawba County

357. Hickory Drug Company

358. Lutz Drug Store

359. Shook Drug Company

360. King's Pharmacy

361. Ninth Avenue Pharmacy

362. Economy Drug Store

363. Highland Drug Store

364. Main Drug Company

HIGHLANDS—Macon County

365. Highlands Drug Store

HIGH POINT—Guilford County

366. Arthur's Pharmacy

367. Leonard's Drug Store

368. Cecil's Drug Store, Inc.

369. Hoffman's Drug Company

370. Ingram's Pharmacy

371. Eckerd's of High Point, N. C., Inc.

372. Mann Drug Store, No. 1

373. Mann Drug Store, No. 2

374. C. A. Ring and Son Drug Store

375. Washington Street Pharmacy (col.)

376. Betts Drug Company

377. Anderson's West End Drug Store

378. Walgreen Company

379. McLarty Drug Co.

380. Ring-Harris Pharmacy

381. Koonts-McGhee Drug Store

HILLSBORO—Orange County

382. W. A. Hayes Drug Store

383. James Pharmacy

HOOKERTON—Greene County

384. Hardy's Drug Store

HOPE MILLS—Cumberland County

385. Bynum Drug Store

HOT SPRINGS—Madison County

386. Mountain Park Pharmacy

HURDLE MILLS—Person County

387. D. L. Whitfield and Company

JACKSON—Northampton County

388. Jackson Drug Company

JACKSONVILLE—Onslow County

389. Johnson's Drug Store

JONESBORO—Lee County

390. Lee Drug Store

KANNAPOLIS—Cabarrus County

391. Kannapolis Drug Company

392. F. L. Smith Drug Company

393. Center View Pharmacy, Inc.

394. Martin Drug Co.

395. Black's Drug Store, No. 1, Inc.

396. Mann's of Kannapolis, N. C., Inc.

397. Black's Drug Store, No. 2

KENANSVILLE—Duplin County

398. Kenansville Drug Co.

KENLY—Johnston County

399. Fulghums Drug Store

400. Kenly Drug Company

KERNERSVILLE—Forsyth County

401. Pinnix Drug Store

KING—Stokes County

402. King Drug Company

KING'S MOUNTAIN—Cleveland County

403. Griffin Drug Company

404. King's Mountain Drug Co.

KINSTON—Lenoir County

405. J. E. Hood and Company

406. E. B. Marston Drug Company

407. Chadwick Drug Co.

408. Temple Drug Co., Inc.

409. The City Drug Co.

410. Harry Sutton Drug Store

411. Standard Drug Company

412. College Street Pharmacy

413. Kinston Drug Company

KNIGHTDALE—Wake County

414. Knightdale Pharmacy

LAGRANGE—Lenoir County

415. Adams Drug Company

LAKE WACAAMAW—Columbus County

416. Lake Drug Store

LANDIS—Rowan County

417. Linn-Edwards Drug Company

LATTIMORE—Cleveland County

418. Brilee Drug Company

LAURINBURG—Scotland County

419. Everington Drug Store

420. J. T. Fields, Jr.

421. Laurinburg Drug Store

422. Scotland Drug Company

423. Summerlin Drug Store

LEAKSVILLE—Rockingham County

424. Carolina Drug Company

425. Chandler Drug Company

426. Chandler Drug Company (Store No. 2)

LENOIR—Caldwell County

427. Ballew's Cash Pharmacy

428. McNairy's Drug Store

429. Lenoir Drug Store

430. Dayvault's Drug Store

LEXINGTON—Davidson County

431. City Drug Company, Inc.

432. Lexington Drug Company

433. People's Drug Store, Inc.

434. Purcell Drug Company

LIBERTY—Randolph County

435. Liberty Drug Co.

436. L. B. Grantham Drug Store

LILLINGTON—Harnett County

437. LaFayette Drug Co.

438. Kelly's Drug Store

LINCOLNTON—Lincoln County

439. Lawing and Costner

440. Economy Drug Co.

441. Lincolnton Cut Rate Drugs, Inc

LITTLETON—Halifax County

442. Browning's Drug Store Co.

443. G. A. Threewitt's Drug Company

LOUISBURG—Franklin County

444. F. R. Pleasants, Druggist

445. Scoggin Drug Store

446. Boddie Drug Store

LOWELL—Gaston County

447. Lowell Drug Company

LUCAMA—Wilson County

448. Cash Drug Store

LUMBERTON—Robeson County

449. Hedgepeth's Pharmacy

450. Johnson's Drug Store

451. Lumberton Drug Company

452. J. D. McMillan and Son

453. Sanford Drug Company

454. Modern Pharmacy, Inc.

MACCLESFIELD—Edgecombe County

455. Martin Drug Co.

MADISON—Rockingham County

456. R. A. Ellington Drug Company, Inc.

457. Madison Drug Co., Inc.

MAIDEN—Catawba County

458. Campbell's Drug Store

MARION—McDowell County

459. Kirby Drug Company, Inc.

460. Streetman Drug Company

461. Tainter's

462. McDowell Drug Store

463. Marion Drug Company

MARSHALL—Madison County

464. Moore's Pharmacy

465. Roberts Pharmacy

MARS HILL—Madison County

466. Mars Hill Pharmacy

MARSHVILLE—Union County

467. Guion's Drug Store

468. Union Drug Co.

469. McBride's Drug Store

MATTHEWS—Mecklenburg County

470. Matthews Drug Company

MAXTON—Robeson County

471. Austin Drug Company, Inc.

472. Maxton Drug Store

MEBANE—Alamance County

473. Mebane Drug Company

474. Carolina Drug Company

475. Warren's Drug and Seed Store

MICRO—Johnston County

476. Hinnant Drug Company

MIDDLESEX—Nash County

477. Finch Drug Company

MOCKSVILLE—Davie County

478. Wilkins Drug Company

479. Hall Drug Company

MONROE—Union County

480. Gamble Drug Company

481. Secrest Drug Company

482. Wilson Drug Company

483. Jones Drug Co., Inc.

MOORESVILLE—Iredell County

484. George C. Goodman and Company

485. Miller Drug Company, Inc.

486. Mooresville Drug Company

487. J. A. White and Company

MOREHEAD CITY—Carteret County

488. Walter Hufham, Druggist

489. Morehead City Drug Company

MORGANTON—Burke County

490. Kibler Drug Company, Inc.

491. Cornwell Drug Company

492. The Spake Pharmacy

493. Cornwell Drug Store, No. 2.

494. Phillips Drug Co.

MORVEN—Anson County

495. Morven Drug Company, Inc.

MOUNT AIRY—Surry County

496. Hollingsworth Drug Company

497. Hollingsworth Pharmacy

498. W. S. Wolfe Drug Company

499. Lamm Drug Company

500. Turnmyre's Drug Store

MT. GILEAD—Montgomery County

501. Cochrane-Ridenhour Drug Company

MT. HOLLY—Gaston County

502. Holland Drug Company

503. Summey Drug Company

MOUNT OLIVE—Wayne County

504. W. E. Lewis, Druggist

505. Glenn and Martin

MOUNT PLEASANT—Cabarrus County

506. A. W. Moose Company

MURFREESBORO—Hertford County

507. Nicholson Pharmacy

MURPHY—Cherokee County

508. R. S. Parker

509. Mauney Drug Co.

NASHVILLE—Nash County

510. Ward Drug Company

511. Baker's Drug Store

NEW BERN—Craven County

512. Joe Anderson's Drug Store

513. Duffy's Drug Store

514. Five Points Drug Store (col.)

515. Pinnix Drug Store

516. Tony's Drug Store

517. Bynum's Drug Store

518. Clark's Drug Service, No. 1

NEWLAND—Avery County

519. Bear Trail Drug Store

NEWTON—Catawba County

520. H. & W. Drug Company

521. North Newton Drug Store

522. City Pharmacy, Inc.

NORLINA—Warren County

523. Walker Drug Company, Inc.

NORTH CHARLOTTE—Mecklenburg County

524. Hand's Pharmacy

NORTH WILKESBORO—Wilkes County

525. North Wilkesboro Drug Company

526. Wilkes Drug Store

527. R. M. Brame and Sons

528. Horton's Drug Store

529. Red Cross Pharmacy

NORWOOD—Stanley County

530. Norwood Drug Company

OAKBORO—Stanley County

531. Barger Drug Store

OLD FORT—McDowell County

532. Bradley Drug Company

533. Old Fort Drug Company

ORIENTAL—Pamlico County

534. Oriental Drug Co.

OXFORD—Granville County

535. Hall's Drug Store

536. Herring Drug Co.

537. Lyon Drug Company

538. Williams Drug Company

PARKTON—Robeson County

539. Gram Drug Company

PEMBROKE—Robeson County

540. Pembroke Drug Store

PIKEVILLE—Wayne County

541. Pikeville Drug Store

PILOT MOUNTAIN—Surry County

542. Smith Drug Store

543. Surry Drug Company

PINEHURST—Moore County

544. Carolina Pharmacy, Inc.

545. Pinehurst Pharmacy

PINE LEVEL—Johnston County

546. Godwin Drug Co.

PINETOPS—Edgecombe County

547. Service Drug Store

PINEVILLE—Mecklenburg County

548. Pineville Drug Company

PITTSBORO—Chatham County

549. G. R. Pilkington, Druggist

550. Pittsboro Drug Store

PLYMOUTH—Washington County

551. E. G. Arps

552. Arps Pharmacy

553. Womble Drug Company

POMONA—Guilford County

554. Pomona Drug Store

RAEFORD—Hoke County

555. Hoke Drug Company

556. Reaves Drug Store, Inc.

RALEIGH—Wake County

557. Boon-Iseley Drug Company

558. College Court Pharmacy

559. Edwards Drug Company

560. Galloway's Professional Pharmacy

561. Hamlin's Drug Company, Inc. (col.)

562. City Drug Store

563. Parker Drug Company

564. Person Street Pharmacy

565. Saunders Street Pharmacy

566. Sir Walter Drug Store

567. Walton's Pharmacy

568. Johnson Drug Store

569. State Drug Store

570. Wilmont Pharmacy

571. Eckerd's of Raleigh, N. C., Inc.

572. Person Street Pharmacy, No. 2

573. Jordan's Drug Store

574. Brantley and Son, Inc.

575. Cromley-Melvin Drugs, No. 2

576. Central Drug Store (col.)

577. Cromley-Melvin Drugs

578. Mayes Pharmacy (col.)

579. Pine Drug Company

580. Walgreen Drug Store

581. Community Drug Store (col.)

582. Franklin Pharmacy

583. Coxe-Ferguson, Drugs

584. City of Raleigh Drug Dispensary

585. North Carolina Drug Laboratory

586. Rex Hospital Pharmacy

587. Ferguson Service, Drugs

RAMSEUR—Randolph County

588. Ramseur Pharmacy, Inc.

RANDLEMAN—Randolph County

589. Randleman Drug Company

590. Economy Drug Company

RED OAK—Nash County

591. Dr. J. H. Martin

RED SPRINGS—Robeson County

592. Red Springs Drug Company

593. Townsend's Pharmacy

REIDSVILLE—Rockingham County

594. Gardner Drug Store

595. Mann's Drug Store

596. Dailey-Thompson Drug Store

597. Reidsville Drug Company (col.)

RICH SQUARE—Northampton County

598. Bolton's Drug Company

ROANOKE RAPIDS—Halifax County

599. Roanoke Pharmacy Co.

600. Savage Drug Store

601. Rosemary Drug Company

602. Matthews Drug Co.

603. Griffin Drug Company, Inc.

ROBBINSVILLE—Graham County

604. Ingram's Drug Store

605. Maxwell's Drug Store

ROBERSONVILLE—Martin County

606. David Grimes Drug Company

ROCKINGHAM—Richmond County

607. Fox Drug Company, Inc.

608. Bristow Drug Company

609. Federal Pharmacy

ROCKWELL—Rowan County

610. Rockwell Drug Company

ROCKY MOUNT—Edgecombe and Nash Counties

611. Burnett Drug Company, Inc.

612. Douglas-Armstrong Drug Company (col.)

613. H. L. Hicks Drug Company

614. Kyser Drug Company, Inc.

615. May and Gorham

616. I. W. Rose Drug Company, Inc.

617. Standard Drug Company, Inc.

618. The C. O. D. Drug Co., Inc.

619. Thompson Pharmacy

620. Matthews Drug Company

ROLESVILLE—Wake County

621. Rolesville Drug Co.

ROSEBORO—Sampson County

622. Melvin Brothers

623. Tart and West

ROSE HILL—Duplin County

624. Miller's Drug Store

ROWLAND—Robeson County

625. Rowland Drug Company

626. Curtis Drug Company

ROXBORO—Person County

627. Hambrick, Austin and Thomas

628. Roxboro Drug Company

629. Thomas and Oakley

630. Adair Drug Store (CaVal)

RUTHERFORDTON—Rutherford County

631. Rutherford Drug Company

632. Sloan Drug Company

SALEMBURG—Sampson County

633. Salemburg Drug Company

SALISBURY—Rowan County

634. Carter & Trotter, Inc.

635. Innes Street Drug Company

636. Main Drug Company, Inc.

637. Purcell Drug Company

638. Purcell Drug Company, No. 2

639. Tom's Drug Store, Inc.

640. Malone Cut Rate Drug Store, Inc.

641. Fulton Street Pharmacy, Inc.

SANFORD—Lee County

642. Acme Drug Company

643. Crabtree Drug Company

644. Lee Drug Company

645. Dr. I. H. Lutterloh

646. Rimmer Drug Store

SARATOGA—Wilson County

647. Saratoga Drug Company

SCOTLAND NECK—Halifax County

648. North End Drug Store

649. Whitehead's

650. Hall's Drug Store

SEABOARD—Northampton County

651. Hale's Pharmacy

SELMA—Johnston County

652. Selma Drug Company

653. Woodard and Creech Drug Company, Inc.

SHALLOTTE—Brunswick County

654. Costal Drug Store

SHELBY—Cleveland County

655. Cleveland Drug Company

656. Julius A. Suttle

657. Paul Webb & Son

658. Shelby Drug Company

659. Bolt's Drug Store

660. Kendall-Spangler Drug Co.

SILER CITY—Chatham County

661. Siler City Drug Co.

662. Taylor Drug Store

SIMS—Wilson County

663. Nichols Drug Store

SMITHFIELD—Johnston County

664. Hood Brothers, Inc.

665. Stallings Pharmacy

666. Upchurch Pharmacy

667. Johnson Drug Store

SOUTHERN PINES—Moore County

668. Broad Street Pharmacy

669. Sandhill Drug Co., Inc.

SOUTH GASTONIA—Gaston County

670. Victory Drug Company

SOUTHPORT—Brunswick County

671. Watson's Pharmacy

SPARTA—Alleghany County

672. B. and T. Drug Company

SPENCER—Rowan County

673. H. M. Cooke Pharmacy

674. Rowan Drug Company

SPINDALE—Rutherford County

675. Spindale Drug Company

SPRAY—Rockingham County

676. Spray Drug Company

677. Tri-City Pharmacy

SPRING HOPE—Nash County

678. South Side Pharmacy

SPRUCE PINE—Mitchell County

679. Spruce Pine Pharmacy

680. Day's Drug Store

STANTONSBURG—Wilson County

681. Stantonsburg Drug Company

STAR—Montgomery County

682. Wallace Drug Store

STATESVILLE—Iredell County

683. Logan Stimson and Son

684. Statesville Drug Company, Inc

685. Purcell Drug Company

686. Holmes Drug Store, Inc.

687. Hawkins Cut Rate Drug Co.

688. Fisher Drug Company

STOKESDALE—Guilford County

689. Powell Drug Store

STONEVILLE—Rockingham County

690. Stoneville Drug Store

STOVALL—Granville County

691. Puckett's Drug Company

ST. PAULS—Robeson County

692. Grantham Drug Company

693. St. Pauls Drug Company, Inc.

SWANNANOA—Buncombe County

694. Ward's Drug Store

SYLVA—Jackson County

695. Sylva Pharmacy

696. Hooper Drug Store

TABOR CITY—Columbus County

697. Harrelson Pharmacy

698. Prince Drug Company

TARBORO—Edgecombe County

699. Bryan's Pharmacy

700. Edgecombe Drug Company

701. Garrett's Drug Store (col.)

702. E. V. Zoeller and Company

703. Moore's Pharmacy

704. Tarboro Drug Company

TAYLORSVILLE—Alexander County

705. Munday's Drug Store

706. People's Drug Store

THOMASVILLE—Davidson County

707. Thomasville Drug Company

708. Mann's of Thomasville, Inc.

709. Poole's Drug Store

TRENTON—Jones County

710. Trenton Drug Company

TROUTMAN—Iredell County

711. Troutman Drug Store

TROY—Montgomery County

712. Troy Drug Co.

713. Standard Drug Company

TRYON—Polk County

714. Missildine Pharmacy

715. The Owen Pharmacy

VALDESE—Burke County

716. People's Drug Store

717. The Rock Drug Company

VARINA—Wake County

718. Thomas' Drug Store

VASS—Moore County

719. Vass Drug Store

WADESBORO—Anson County

720. Fox and Lyon

721. Parsons Drug Company, Inc.

WAGRAM—Scotland County

722. Wagram Drug Co.

WAKE FOREST—Wake County

723. T. E. Holding and Company, Inc.

724. Hardwick's Pharmacy

WALLACE—Duplin County

725. Dees Pharmacy

726. Miller's Drug Store

WALNUT COVE—Stokes County

727. Bray Drug Store

WALSTONBURG—Greene County

728. Jenkins Drug Store

WARRENTON—Warren County

729. Boyce Drug Company

730. Hunter Drug Company, Inc.

WARSAW—Duplin County

731. Warsaw Drug Company

WASHINGTON—Beaufort County

732. Whitford Drug Company

733. S. H. Reid, Prescription Druggist

734. Worthy and Etheridge

735. Tayloe Brothers and Co.

736. Welsh's Drug Store

737. Swindell's

738. Clark's Drug Service, No. 2

WAYNESVILLE—Haywood County

739. Waynesville Pharmacy

740. Smith's Drug Store

WEAVERVILLE—Buncombe County

741. Weaverville Drug Company

WELDON—Halifax County

742. Terminal Drug Store (col.)

743. Weldon Drug Company

744. Selden's Pharmacy

WENDELL—Wake County

745. W. R. Nowell Drug Store

746. Wendell Drug Company

WEST ASHEVILLE—Buncombe County

747. Bilbro's Drug Store

748. West Asheville Pharmacy

749. Palace Pharmacy

750. Carolina Pharmacy

WEST DURHAM—Durham County

- 751. Brewer's Drug Store
- 752. McDonald Drug Store

WEST END—Moore County

- 753. West End Pharmacy

WHITAKERS—Edgecombe County

- 754. Burnett's Drug Store

WHITEVILLE—Columbus County

- 755. J. A. McNeill & Sons
- 756. Guiton's Drug Store
- 757. Columbus Drug Store
- 758. Easley's Pharmacy (col.)

WILLIAMSTON—Martin County

- 759. Davis Pharmacy
- 760. Clark's Pharmacy, Inc.
- 761. Warren H. Biggs Pharmacy

WILMINGTON—New Hanover County

- 762. Futrelle's Pharmacy
- 763. Green's Drug Store
- 764. Hall's Drug Store
- 765. Hanover Drug Company
- 766. Jarman's Pharmacy
- 767. Saunders Drug Company
- 768. Southside Drug Company
- 769. Standard Pharmacy
- 770. Toms Drug Company
- 771. Greenfield Drug Co.
- 772. Brooklyn Pharmacy
- 773. Fair Price Drug Store
- 774. Lane's Market Street Pharmacy
- 775. Service Drug Store

WILSON—Wilson County

- 776. Barnhill's Drug Store
- 777. Herring's Drug Store
- 778. Bissett's Drug Store, No. 3
- 779. Morrison's Drug Store
- 780. Wilson Drug Company, Inc.
- 781. Shade's Pharmacy (col.)
- 782. Terminal Drug Store
- 783. Bissett's Drug Store

WINDSOR—Bertie County

- 784. Pugh's Pharmacy
- 785. Windsor Pharmacy Company, Inc.

WINSTON-SALEM—Forsyth County

- 786. Crescent Drug Company
- 787. Hutchin's Drug Store
- 788. Rufus Hairston Drug Store (col.)
- 789. Nissen Drug Company, Inc.
- 790. E. W. O'Hanlon, Inc.
- 791. Patterson Drug Company
- 792. Summitt Street Pharmacy, Inc.
- 793. United Retail Drug Store

794. Swaney Drug Store

- 795. Bobbitts Pharmacy
- 796. Willson Drug Store
- 797. Walgreen Co.
- 798. Carolina Drug Store, Inc.
- 799. Allen's Modern Drug Store
- 800. Standard Drug Co.
- 801. Welfare's Drug Store
- 802. Singletary's Drug Store
- 803. Bobbitt Drug Co.
- 804. Andrews Drug Store
- 805. Acme Drug Store (col.)
- 806. The York Drug Company
- 807. Ray Drug Company
- 808. Swaney's Drug Store, No. 3
- 809. Macon-Neely Drug Store (col.)
- 810. Woodland Pharmacy
- 811. Swaney's Drug Store, No. 2.
- 812. Bobbitt's College Pharmacy
- 813. Sawyer's Drug Store

WINTON—Hertford County

- 814. Bell Drug Company

WOODLAND—Northampton County

- 815. Parker-Taylor Drug Company

YANCEYVILLE—Caswell County

- 816. Yanceyville Drug Company

YOUNGSVILLE—Franklin County

- 817. Timberlake Drug Store

ZEBULON—Wake County

- 818. Zebulon Drug Company

**The following were registered after the Audit,
May 7, 1943**

BURNSVILLE—Yancey County

- 819. McIntosh Drug Store

CHADBOURN—Columbus County

- 820. Derrick's Pharmacy

PRINCETON—Johnston County

- 821. Woodard's Pharmacy

RALEIGH—Wake County

- 822. Cooley's Pharmacy

ROCKY MOUNT—Nash County

- 823. Almand's Drug Store

ROXBORO—Person County

- 824. Allgood Drug Company

SOUTHERN PINES—Moore County

- 825. Southern Pines Pharmacy

WILSON—Wilson County

- 826. Yancey's Drug Store (col.)

Right Now! More People are Listening to Alka-Seltzer and ONE DAY Radio Programs *Than Ever Before!*

*Here's What
This Means
to You...*

Millions more listeners to Miles Radio Programs mean millions more customers all over the country for Alka-Seltzer and One-A-Day (brand) Vitamins. This means hundreds of new customers right in your own locality. So, push Alka-Seltzer and One-A-Day (brand) Vitamins. Get your share of this profitable business.

**Alka-Seltzer
National Barn Dance**
Broadcasts from
Military Camps
are adding mil-
lions of listen-
ers. Think
what this
means to
you.

THE QUIZ KIDS
have sold \$9,000,-
000 worth of War
Bonds this year
—a record that
keeps their
listening au-
dience grow-
ing.

LUM 'N' ABNER
now on the air 5
times a week
instead of 4

This EXTRA per-
formance adds
more millions
of listeners
and more
sales for your
store.

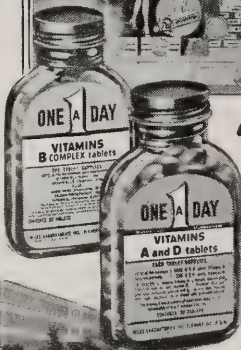
**Alka-Seltzer
News of the World**
Now on the air
Sunday evenings
The Sunday night
broadcast is in
addition to its 5
day a week regu-
lar schedule.
Excellent news
for every
druggist.

YOUR STORE

ONE DAY

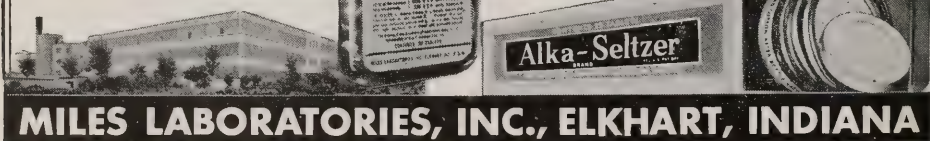
**Vitamins Mean
Repeat Business**

One-A-Day (brand) Vitamins offer high quality, low prices, and big profits. Once a customer starts buying One-A-Day (brand) Vitamins, he keeps on buying them all year 'round. So, push One-A-Day (brand) Vitamins. Let them build business and make money for you.



**MORE LISTENERS MEAN
MORE CUSTOMERS AND
MORE PROFITS FOR YOU!**

ONE-A-DAY is the Trade Mark of Miles Laboratories, Inc., reg. in U. S. Patent Office



Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

UNIFORM QUALITY

Druggists like the professionally uniform bottles in which M M & R Essential Oils and Balsams are packaged because they're hand-some enough to be kept out in the open.

The special amber glass is scientifically correct to preserve the *extra quality* of M M & R oils.



THE QUALITY LINE OF ESSENTIAL OILS



Order Through
Your
Wholesaler

MAGNUS, MABEE & REYNARD, INC.

QUALITY ESSENTIAL OILS, BALSAMS

16 DESBROSSES ST.



AROMATIC CHEMICALS, ETC...SINCE 1895

NEW YORK, N. Y.

Purepac

*A complete line of quality
health aids for the
independent
druggist!*

• •

Ask our Salesman about
**THE SPECIAL FALL AND WINTER
FREE GOOD DEALS**

• •

W. H. KING DRUG COMPANY

Distributors

RALEIGH, N. C.

"The House of Friendly and Dependable Service"

The Carolina **JOURNAL OF PHARMACY**

Published Monthly by the North Carolina Pharmaceutical
Association at Chapel Hill, N. C.

Taken for Granted

(Editorial, Charlotte Observer, Charlotte, N. C., Nov. 8, 1943)

You may not have noticed it but National Pharmacy week has just come and gone unnoticed by millions who take the services of the pharmacists for granted. The American drugstore is an institution, nothing like it anywhere else in the world, and so efficient and comprehensive that its marvels are accepted as a matter of course.

The pharmacist is one of our chief protectors as he compounds the physician's prescriptions and he is more than that. He is friend and counselor, aid and advisor. He knows practically all the answers whether its hangovers or hangnails, vitamins or vittles. In a day of shortages he comes closest to having it when you ask for it.

Despite his long hours, he manages to be pleasant and helpful and he is just about the handiest man in the world. Always useful, he is now worth more than ever during a shortage of doctors, food and medicine. He's going to keep a lot of us alive during the coming year. As for morale, he was a No. 1 builder-upper for years before most people knew what the word meant.

Anyway you look at him he's a Very Regular Fellow.

ember, 1943



*We pay
him but
he works
for you*



"For men may come and men may go but I go on forever"

—Tennyson's *THE BROOK*

During these bewildering times when confusion, distrust, and uncertainty are the order of the day, the steadfastness of the Lilly Policy represents an act of faith. Now, as for the last four generations, it successfully resists the carnage of war and the consequent economic fluctuations, with the result that your Lilly man goes along just as he always has, continuing his promotional calls on the premise that demand should be created in the physician's office for

medicinal agents to be supplied through the pharmacist. He is looking forward to the day when free men can walk easily again, forthright and unafraid, along the streets of a free world. He is building to that end. Just about everything has changed but the Lilly Policy. That, like Tennyson's brook, goes on forever.

Last October, I. H. Barker observed his twentieth anniversary as a Lilly medical service representative. His Lilly assignments have never taken him far from his native Indiana. He now resides in Grand Rapids, Michigan.



Lilly



A TWO-FISTED COLD VACCINE THAT PACKS A DOUBLE PUNCH

Parke, Davis & Company announces the introduction of IMMUNOVAC*, a new cold vaccine, oral and parenteral, embodying its distinctive Immunogen* principle which combines the immunizing properties of—

- 1** WHOLE KILLED BACTERIA
- 2** WATER SOLUBLE, SURFACE BACTERIAL ANTIGENS

The application of this exclusive principle yields a vaccine with greater antigenic properties without increased reactivity.

IMMUNOVAC COLD VACCINE, FOR ORAL USE

In the form of enteric-coated tablets is supplied in bottles of 20, 100, and 500 tablets.

IMMUNOVAC COLD VACCINE, PARENTERAL

In 10 cc. vials.

Trade-marks Reg. U.S. Pat. Off.

IMMUNOVAC Cold Vaccine is being extensively detailed and advertised to the physicians of your community. We urge that you stock this new product immediately and be prepared to dispense it on their prescriptions during the current winter season.



PARKE, DAVIS & COMPANY
DETROIT, MICHIGAN

We Tell 'em — You Sell 'em



Time Killing HEADACHE

BC

Eases the Pain — Soothes the Nerves

Headaches, and nerves upset
Pains, usually respond
quickly, acting ef-

Millions of
Newspaper Readers
Every Week
and
Millions of
Radio Listeners
Every Day

HEADACHES-NEURALGIA Eased Quickly with "BC"

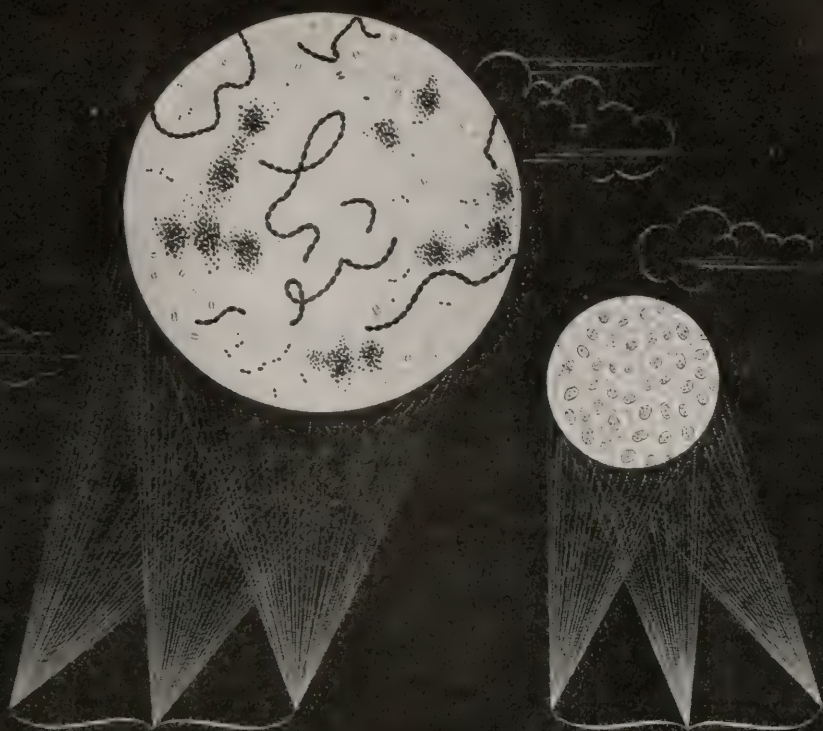
Agonizing headaches and an-
noying neuralgic pains usual-
ly yield to the quick relief
of muscular aches and func-
tional periodic pains. Acts as
a sedative in simple nervous-
ness. 10c & 25c sizes. Use only
as directed. Consult a physi-
cian when pains persist.

of muscular aches and func-
tional periodic pains. Acts as
a sedative in simple nervous-
ness. 10c & 25c sizes. Use only
as directed. Consult a physi-
cian when pains persist.



B. C. REMEDY COMPANY
DURHAM, NORTH CAROLINA

"Keep it on Hand—To Supply the Demand"



THESE ARE THE TARGETS.... NOT THESE

Pathogenic organisms are the proper targets of an antiseptic, yet many bactericidal preparations destroy tissue as well

• 'S.T. 37' Antiseptic Solution is not only highly bactericidal but clinically non-toxic. This outstanding preparation exerts a soothing local analgesic effect as well.

Moreover, low surface tension enables 'S.T. 37' Antiseptic Solution to penetrate minute tissue spaces, thereby extending the field of its action.

These characteristics make 'S.T. 37' Antiseptic Solution partic-

ularly useful in surgical procedures and in treatment or prevention of infection and relief of pain associated with minor cuts, burns, and abrasions.

'S.T. 37' Antiseptic Solution is odorless, colorless, oil-free, potent in the presence of body fluids—even when diluted several times—and is harmless even if swallowed in full strength. Sharp & Dohme . . . Philadelphia, Pa.

'S.T.37' ANTISEPTIC SOLUTION

FOR MORE THAN FIFTY YEARS

David's

SANATIVE WASH

Has been the standard remedy for Scabies
(the Itch) over the Southeastern States.



The current deal is

One bottle free with each 11/12 dozen
Expiration date January 31, 1944



From your own Wholesaler or from

OWENS & MINOR DRUG CO.

Incorporated

1000 E. Cary Street

Richmond, Virginia

"Who have been good drug wholesalers since 1882"

The Carolina Journal of Pharmacy

PUBLISHED MONTHLY BY THE
NORTH CAROLINA PHARMACEUTICAL ASSOCIATION
AT CHAPEL HILL, N. C.

W. J. SMITH, MANAGING EDITOR

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DECEMBER, 1943

No. 12

North Carolina Pharmaceutical Association

CHAPEL HILL, N. C.

A-
bout
the 4th
week in De-
cember every
year there comes
a happy respite time
known as Christmas.
Here we pause and give
expression to the feeling
in our hearts for those who
make up our lives. Our lives—
like balls—touch each other, re-
bound and come again together as
need and desire direct us. We may
not see each other often, but as Christ-
mas Day approaches, my feeling for you finds
expression in three wishes—each to an extent
depend-
ent up-
on the
others:

Health — Happi-
ness in your work
and in your home —
Prosperity: These
are my Christmas
wishes for you.
Sincerely yours,

W. J. SMITH

N. C. P. A.
Chapel Hill,
N. C.

December
Twenty-fifth
1943

Reaco Products

Reaco Products, Durham, N. C., is North Carolina's newest pharmaceutical manufacturing concern. Its director, I. T. Reamer, Chief Pharmacist at Duke Hospital, is no stranger to pharmacists of this State, and to the readers of **The Journal**.

The first product made available to the trade is A. E. P. tablets, a medicinal preparation used by leading hospitals and for which there is already an established demand. According to a trade release mailed by Reaco Products to all North Carolina drug stores, A. E. P. Tablets—100's—is priced at \$16.00 a dozen.

About December 15th the firm will release a "Vitamin B Complex Tablet with Ascorbic Acid" which has met with general acceptance by the medical profession.

In addition to directing the activities of Reaco Products, pharmacist Reamer will continue with Duke Hospital in the Pharmacy Department, which he has headed for the past 10 years. If the Director of the new concern puts the same sort of "push" behind Reaco Products that he did in the case of the Duke Hospital Pharmacy—one of the most efficient and outstanding in the country—we predict a most successful life for "Reaco Products."

Proposed Tax on Soft Drinks Defeated in Committee

A tax on soft drinks was among the proposals presented to the House Ways and Means Committee of the House of Representatives by the Treasury Department. The Department recommended enactment of a Federal Excise Tax on soft drinks, to be 1c for each 5c of the intended retail price thereof. No suggestion was made in the recommendation as to how the tax would be collected, if enacted.

As soon as the above proposal was made known Attorney F. O. Bowman, representing the N. C. Bottlers Association and the N. C. P. A., contacted Congressman R. L. Doughton, Chairman of the Ways and Means Committee, and pointed out to him the many restrictions and difficulties under which the two businesses were operating at the present time.

As a consequence of this action the proposed tax was omitted from the Tax Bill as finally submitted to Congress and it is believed that we will have no further trouble with this discriminatory measure. Credit for the successful conclusion of this matter goes to Attorney Bowman who so capably handled the tax proposal in Washington.

Maddrey Cooke Has Busy Week

Maddrey Cooke, Jr., manager of Patterson Drug Company, Winston-Salem, is somewhat amazed that he succeeded in getting through the week of November 22-29 without suffering a nervous breakdown. Certainly it can be said he lived a full life during the period.

Tuesday, November 23, young Miss Gertrude Lafferty Cooke, weight 7 pounds 10 ounces, arrived at the Cooke home. Two days later, on Thanksgiving, Maddrey and some friends were boating on a nearby lake and the craft suddenly plunged to the bottom with "all hands on board." Fortunately all of the party succeeded in swimming to a nearby shore.

Later, on November 28, the employees of the Patterson Drug Company (Winston-Salem store) were feted at a special dinner for having led all the Patterson stores in "largest percentage gain in business for the previous year." Mr. Cooke, being manager of the local store, received much credit at the dinner for the excellent showing which his store had made.

To complete this exciting week Maddrey ended up by being elected President of the Winston-Salem Drug Club. The election took place on November 29th.

Congressman Durham Flies Down to Rio

Congressman Carl Durham has just returned to his duties in Washington after a 15,000 mile trip through Central and South America, where he and other members of the House Military Affairs Committee inspected various Army camps and bases.

While on the trip Congressman Durham made a special effort to investigate medical and health facilities in and near the camps. A complete report of his findings will be made available at a later date.

Winston-Salem Drug Club

The Winston-Salem Drug Club resumed their monthly meetings on November 29 with a luncheon at the Cavalier Cafeteria. Seventeen members of the Club were present at the meeting. In the absence of President Bobbitt, Vice-President Sam Welfare presided.

The first business was the election of officers for the coming year. Immediately following the election H. M. Cooke, Jr., of Patterson Drug Company was installed as President; Kelly Huss of Nissen Drug Company as Vice-President and L. T. Adams of the Crescent Drug Company as Secretary-Treasurer. Each of the new officers expressed themselves as being willing and anxious to do anything they could in the interest of the Club.

Mr. Welfare turned the meeting over to W. A. Gilliam, President-Elect of the N. C. P. A., who introduced Mr. Thad Lewallen, President of the T. M. A., and W. J. Smith, N. C. P. A. Secretary-Treasurer, speaker of the afternoon.

Mr. Smith discussed "Selective Service As it Applies to the Pharmacist" and certain other problems of interest to retail pharmacists. The address was followed by an open forum.

After setting the meeting of the Club as the last Tuesday of each month at 1:30 P.M., the session was adjourned.

Deferred Pharmacists Criticized in Circular

The initial drafting of fathers (pre-Pearl Harbor) is beginning to have its effect throughout the State. Sometimes the picture isn't a pleasant one as indicated by situations cropping up here and there.

Recently a "first contingent of pre-Pearl Harbor fathers" to leave a community in the western part of the State used circulars to inform their fellow citizens that, in their opinion, the operation of the Selective Service System was not to their liking. The circulars contained the names of seventeen individuals with the following wording:

"Why were these men deferred? They love their country from a financial standpoint. They have no dependents. This ad paid for by the first contingent of pre-Pearl Harbor fathers."

Two pharmacists were listed on the circulars, one of whom had already reported for induction but had been rejected on account of asthma. The other pharmacist had been declared "essential" by his board which, in this particular case, was fully justified and not out of line with similar action taken by other boards.

For more than two years the writer has worked with and observed the functioning of the Selective Service System. Almost without exception the various local boards are doing an excellent job; a job which deserves the approval and commendation of every loyal and patriotic American. Occasionally a board goes "off the beam" but when it does the appeal boards quickly rectify the situation.

All of which serves to point up the following observation: Before criticizing your local board or action taken by it in reference to any registrant, *know the facts*.

New York—William A. Norris, General Sales Manager of Purepac Corporation, is to be inducted in the Army December 20 by his draft board in Winter Park, Florida, where he resides. Mr. Norris is known among the trade from coast to coast and will have the good wishes of his many friends in serving his Country.

Charlotte—Hawthorne Pharmacy has discontinued its fountain service, possibly for the duration. The fountain was recently moved from the business and stored in a nearby building. The extra space made available has been taken over by the prescription department which has been enlarged to take care of increased professional business.

" FOR SALE

Rebuilt Electric Ice Shavers
and Chippers

O. A. BERRYHILL

927 Poindexter Drive

Charlotte, N. C.

Keep a Weather Eye on Your Stock of

CONSISTENT
REPEATER



TRADE
BUILDER



for

COLD DISCOMFORTS

Biggest Advertising Campaign in O-N History

\$2.80 Dozen. 2 Free.

Order from Your Jobber

Also keep well stocked on O-N for Itch or Athlete's Foot and similar skin irritations.

Owen Drug Company : Salisbury, North Carolina

Christmas

COMES BUT ONCE A YEAR

● Too bad that for 11 months every year many of us forget the other fellow. It usually takes another December for the "good will toward men" idea to catch on again.

Now we at Pal don't profess to be any more thoughtful folks than others but we can say this—we haven't forgotten that YOU made the success of Pal possible. True, we produce what we believe is the finest razor blade on the market, but also true, you accepted Pal and featured it when you say your Pal customers found it to their liking.

We've tried to say our "thank you" in a way we think you prefer—by keeping Pal quality and your profit up, and by allocating available supplies as fairly as possible. Now, it's Christmas—we want to say "Thank you" again, and to assure you these policies will continue in '44 and as long as we have the pleasure of serving you.



Merry Christmas

PAL BLADE CO. 595 Madison Ave. New York, N. Y.

Out of the Mail Bag

Salisbury, N. C.

Nov. 11, 1943

Dear Smith:

I believe that when you were here last trip, you asked me to express my opinion of the present child labor law.

It seems that the last legislature increased the age of a child who is not allowed to work, from 16 to 18 years old, at least that is the claim of the labor deputies who come here, and who also say that the State considers them infants until they are eighteen years old, and refuses to allow them to work by so many regulations and restrictions that it is the equivalent of saying categorically that he just can't work until he is eighteen.

Nobody in his right mind has any desire whatever to see child labor exploited, but conversely, everybody in his right mind knows that a child should be encouraged to work—when the work is not dangerous nor immoral—not alone for the help he can render his family, but for the best interest of the child himself, by teaching him industry, thrift, integrity, and self-reliance.

Are we not dealing unfairly with this young citizen by denying him the right to work before he is eighteen years old? Just what kind of an older citizen can we expect to make out of him when we deny him the right to work until he is a grown man?

The government drafts him into the army to shoot and be shot at when he becomes 18, and advertises extensively for him to come in at 17, yet under our present labor law, I am not allowed to hire a negro boy under 18 years old to sweep the floor, take out a tray of drinks, or carry a prescription to a sick neighbor, UNTIL HE HAS (1st) a certificate filled out in detail and executed by his parents, granting their permission for him to work; (2nd) another certificate filled out and executed by the bureau of vital statistics, establishing his age; (3rd) another certificate filled out and executed by a doctor, establishing his health; (4th) another certificate filled out and executed by the schools, establishing his scholastic record. These four certificates, he is supposed to carry to the Welfare Department at the Court House and have them filed there, but before he can go to work for me, I must fill out in detail and execute an overture to the Welfare Department, asking permission to hire that boy, setting forth his name, sex, color and address, together with the exact nature of the work he will do, hours per day, hours per week, days per week, and promising to abide by all rules and regulations that may be imposed by the labor department.

The boy can then go on my pay roll (by the clock) spending at least half his time smoking cigarettes and playing on the street or in the back lot with other boys, subject to an occasional call to sweep the floor, go to the Post Office for the mail, or take out a little parcel of medicine on my bicycle, for just exactly so many hours, and when those hours are up he simply walks out on me, even though I will have a prescription ready to go out in five minutes.

All of this senseless folderol naturally causes the boy to think that it is a crime to work—most of them don't want to work anyway—when he *should* be encouraged to work, instead of being *denied* that right.

Even when I find one who honestly wants to work—rare as it may be—when I tell him that he must get those four certificates and take them to the Court House, he just never comes back, for every one of them are guilty of something, and thinks that those certificates are merely a means of identifying him with some misdemeanor, or just an excuse to pin something on him, so he doesn't go near the Court House and gives up the idea of work indefinitely.


Now, in my humble opinion, this condition is not only deplorable, but fundamentally wrong, and badly needs going over by somebody who can think for the good of the State and its citizenship, instead of those who are dictated to by the *Radical Red* element of what is known as the labor vote, and who will promise anything to them for a measure of votes.

If the present labor law is as I understand it, then it must have been written by a radical labor leader, and introduced by some member who was willing to sell the State down the river, in order to remain in the good graces of a radical minority leader.

I hope the next General Assembly will do something to annul or abolish this law, which has no element of statesmanship in it, but which does a distinct disservice to our young citizenship.

Yours very truly,

(Signed) S. M. Purcell



Greetings

To Our Druggist Friends

•
*Peace and Good Will
All Over the World
Will Rule Again*
•

With deep appreciation of the loyalty and patient co-operation through which druggist express the invincible spirit of America . . . we wish for you all the peace and prosperity the season can award.

May this holiday season be the dawn of a new, universal good will . . . to envelop the world, before another Christmas renews the faith of all peoples in each other.

Dean Rubber Mfg. Co.

North Kansas City, Mo.

*Makers of Modern Quality Prophylactics
. . . including Dean's Reservoir End Peacocks*

Pharmacy—Army Style

You'll forget about the drug stores you know when you enter the Station Hospital Pharmacy at Camp Butner. There's no ice-cream bar, no quick lunch counter, no plush pandas on display, no 98-cent special to catch your eye. Instead you'll find a spotless, business-like laboratory where four carefully trained GIs work at the task of supplying the pharmaceutical needs of an entire Army post.

"It's quite a job—this business of compounding drugs for a post this size," says T-Sgt. D. A. D. Knutson, chief pharmacist. "Altogether we supply more than 35 dispensaries and last year we filled over 70,000 prescriptions. That's a lot of medicine in any language."

To care for the common cold alone, which is such an enemy of the Army, the pharmacy made up more than 5,000 gallons of cough syrup and more than 1,000,000 cold tablets last year.

The operation room has "first call" on all drugs, but every prescription is filled promptly and carefully. With the equipment the pharmacy has, measurements can be made as small as 1-1/100th of a grain—which might be compared to a speck of dust.

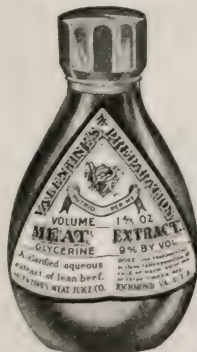
All day long, hospital corpsmen hurry up to the window with prescriptions to be filled or bottles which need refilling. Standard "story" among the pharmacists concerns the corpsman, new on the job, who rushed up to the window with a tray of

empty bottles and said, "Fill 'er up!"—to which one of the sergeants barked, "Just keep your shirt on. This is no filling station."

Soldiers are discouraged by the Army from self-dosing or trying to treat themselves. Whether it be a cold, poison ivy, dandruff, or something far more serious, the soldier has only to report for daily sick-call, have the doctor look him over and prescribe the necessary treatment or medicine. If a medicinal prescription is all that is necessary, the soldier reports with his prescription to the branch pharmacy run by S-Sgt. H. E. Smith at the out-patient clinic. Instead of going to a drug store as he did in civilian life, the soldier brings his prescription here, and in a few minutes is fixed up with the remedy for his ailment.

Capt. Ralph G. LeMoon supervises the hospital pharmacy. He is a registered pharmacist as well as a member of the hospital medical staff. Sergeant Knutson, also a registered pharmacist, is in charge of the enlisted personnel, which includes Sgt. J. A. McDaniel, experienced prescription clerk, and Cpl. L. V. Porter, pharmacy technician. Sergeant Smith, who runs the branch pharmacy, is also a registered pharmacist.

Twenty-four hours a day there is a man on call in the hospital pharmacy to take care of emergencies. The highest standards of workmanship are maintained at all times, and together with experienced doctors and the best drugs available, the sick soldier at Camp Butner is assured of capable treatment.—*Durham Sun.*



Valentine's Meat-Extract

1 4/5 ozs. net

1 dozen at list \$9.00 through wholesaler.

Valentine's Meat-Juice Company

Richmond, Virginia

Peanut Butter Sandwiches : Salted Peanuts

By



N. C. Branch Offices at

Greensboro

-

Fayetteville

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Greenville

JUST THINK THIS OVER

First, think how difficult it would be to start from scratch and to acquire your present investment under current conditions.

Then, think of the loss you would suffer if your store was destroyed by fire. A frightening thought, isn't it?

You can see how important it is to have plenty of fire insurance in the right company.

You cannot afford to risk your all when fire insurance costs so little.

A card will bring you our plan.

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AMERICAN BUILDING CINCINNATI, OHIO

SOME OF OUR STATE AGENTS

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Box 377
Sanford, N. C.

RALPH M. CROSSON
P. O. Box 475
Columbia, S. C.

Prescription Business Rises Rapidly

North Carolina is on the verge of another epidemic similar to the one so well remembered by pharmacists who were practicing in the State during World War No. 1. So far the epidemic seems to be confined to diseases of the upper respiratory tract, variously referred to as "cat fever," "pneumonitis," and the older term, "flu."

A telephone survey conducted by the N. C. P. A. among prominent retail druggists scattered throughout the State revealed that prescription volumes took a substantial spurt during the latter part of November. In some cases druggists reported their prescription business to be up more than twice their average figure.

Fortunately there appears to be adequate supplies of drugs available in the retail stores to meet demands. Most druggists have plenty of sulfa drugs and codeine on hand; however, some are having difficulty in obtaining menthol and various cough syrups, the latter probably due to sugar-cycerin content of the preparations.

A problem far more important than "supplies" is that of trained personnel to fill prescriptions. In some cases druggists are having to work "around the clock" to meet the demands being made upon them. As to relief help, there just isn't any available in the State. North Carolina Pharmacy, with less than 900 pharmacists working in the retail drug stores, will be put to an acid test during the coming winter months.

Drug Store?

Webb's One Stop Drug Store, St. Petersburg, Florida, sells 1,500,000 cigarettes a week. It sells 40 quarts of ice cream every ten minutes. It has 60,000 cash customers on a Saturday. It sells one and one-half tons of cheese in a single day. It buys everything in carloads. It sells 5,000 pounds of roasted coffee daily. It sells 1,200 sandwiches a day at lunch time. It sells 10,000 rolls of Scot Tissue daily. It sells 9,000 doughnuts daily. Its cash registers ring more than 80,000 times a day.

Is this a drug store?

Webb's sells two carload lots of turkeys at Christmas time; 45,000 pounds of one brand of bacon and 10,000 pounds of sliced

bacon a week; 100,000 pounds of fresh meat daily. It sells 100 whole lambs a week and 200 extra pair of lamb legs during the tourist season. It sells 4,976 pecks of oranges a day.

It was probably just such a concern, masquerading under the heading "drug store," that caused one legislator in a nearby state to give vent to his feelings by introducing the following bill:

"No licensed pharmacist, licensed drug store or pharmacy shall sell, offer for sale, advertise for sale, give away, or in any other manner dispense or distribute any foods, beverages, confections, tobacco, perfumery, jewelry, wearing apparel, dry goods, pottery, paints, books, magazines, periodicals, newspapers, stationery, hardware, glassware, rubber goods, furniture, gas or electrical appliances, article, commodity or thing, except medical, hospital, or sickroom accessories and supplies directly related to the practice of pharmacy and the compounding and dispensing of drugs and medicines."

A Matter of Knowledge and Understanding

Down in Maryville, Tennessee—so the story goes—the long arm of Selective Service reached out and brought down from the mountains two boys, Hank Hatfield and Rube Thomas, and these two boys had never seen a railway train, believe it or not. At least so say the people of Maryville.

These two inductees got on the train, and the train pulled out of the little village. A news butcher, also new to the boys, came through the train with cigars and cigarettes, and among his wares he had some bananas, and believe it or not, neither Hank or Rube had ever seen a banana. They wanted to know what they were. The news butcher took time to explain and finally succeeded in selling each of the boys a banana. He showed them how they should be peeled and how they should be eaten.

As he completed his sale, he started down the aisle and right at this point the train went into a tunnel. Rube yelled out to Hank, "Hank, have you et that yet?"

Hank said, "No."

Rube said, "Don't tetch it, I took one bite and I'm stone blind."

Look into this **LIQUID** vitamin
and mineral food supplement—

ZYRONE

ZYRONE isn't just "another vitamin pill." It is a **LIQUID** food supplement which supplies the minimum daily requirements of Vitamins B₁, B₂, and the Vitamin Niacin, 12 times the minimum daily need of Iron, and helpful amounts of Calcium, Phosphorus, and Manganese.

Examine the ZYRONE formula. See if it isn't one of the finest of its kind you have ever seen. Then remember that ZYRONE is backed by a heavy radio campaign designed to reach all classes.

Where ZYRONE has already been introduced, retailers report a high percentage of repeat sales. Stock ZYRONE with the confidence that comes in stocking any product of

THE CHATTANOOGA MEDICINE CO.

Chattanooga

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"IT'S FAMOUS

because

IT'S GOOD"

The Season's Greetings

May

the Joys of

This Holiday Season

Remain With You, Not Only at

Christmas

BUT EACH DAY OF THE COMING YEAR

THE PEABODY DRUG COMPANY

News Notes from the Home Front

Greensboro—Looks like folks are getting ready for a hard winter. C. H. Bradford of Elam Drug Company reports selling 500 Ertron and 250 Squibb Basic Formula Tablets to one customer, a vitamin sale over \$50.00.

Highlands—C. E. Mitchell, local pharmacist and banker, recently purchased the stock and fixtures of the Highlands Drug Store from C. J. Anderson.

Kinston—Local druggists have appealed to their city council for an ordinance to prohibit the "wide-open" operation of drug stores on Sunday. Mayor John R. Sams and members of the city council expressed the opinion that the matter was one for the druggists to work out among themselves.

Chapel Hill—Pritchard Drug Company, local drug concern, has gone out of business. J. M. Pritchard, the owner, has entered a hospital for treatment.

Richmond—In recognition of his services to the wholesale drug industry, considered the "life line of civilian health," James B. Bowers, president, Owens & Minor Drug Company, Richmond, Virginia, has been named chairman of the Committee on Legislation of the National Wholesale Druggists' Association for 1943 and 1944. Mr. Bowers is widely known in this State where he has many close friends.

Alexandria, Va.—Accused of selling morphine in violation of the Harrison Narcotic Act, Dr. James L. Stringfellow, formerly of Waynesville, was fined \$1,000 and placed on three years' probation according to W. T. Atkinson, Federal inspector stationed at Greensboro. Atkinson, who investigated the case, said that Dr. Stringfellow obtained the morphine by writing prescriptions under a patient's name and having them filled himself, then sold the narcotic at a dollar a grain to drug addicts.

Washington—Samuel B. Etheridge, local druggist, has been appointed a member of the State Board of Alcoholic Control by Governor J. Melville Broughton. The new

appointee is also Vice-Chairman of the Beaufort County Board of Education.

Asheboro—James L. Cherry, formerly of Asheville, is now prescriptionist with Reaves Pharmacy of this city. Just prior to his acceptance of his present position, Mr. Cherry did relief work at Watts Hospital Pharmacy, Durham.

Asheville—Goode's Drug Store is advertising its prescription and soda departments by means of a unique "colortone" postal card. In addition to three color photos of the stores' interior, the card carries the following wording "The cleanest drug store in the world."

Raleigh—D. L. Jordan, who sold his drug store several months ago, has accepted a position with Boon-Iseley Drug Company. He replaces H. E. Henriksen who is now working in Wendell.

Wilmington—Henry W. Green of Toms Drug Store has resigned to enter service.

Greenville—Lt. (jg) Charlie Bissette has been transferred from Boston to Little Creek, Va. The transfer enabled Lieutenant Bissette to spend the Thanksgiving holiday at home.

Raleigh—C. E. Cline of Asheville recently accepted a position with Walgreen in Raleigh. B. C. Brown was transferred from the Raleigh store to Walgreen's in Greensboro.

New York—A move to salvage for re-use a large percentage of the cases and cartons used in distribution of the more than 50,000,000 orders handled annually by members of the National Wholesale Druggists' Association has been initiated as a wartime measure. Dr. E. L. Newcomb, executive vice-president, estimates that from one to seven boxes are required to fill an average wholesale drug order.

Chapel Hill—W. W. Taylor of Durham, Laurel L. Williams of Danville, Va., Rudolph Hardy of Everetts, and Richard Scharff of Asheville were initiated into Rho Chi, national honorary scholastic society, on November 21st.

TABLETS

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Direct or through your wholesaler.

Inquiries invited on other pharmaceutical products.

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DRUGGIST**

Retail druggists respect the EVERFRESH controlled quality and standardly maintained price. Everfresh Citrate of Magnesia is made under strictest pharmaceutical conditions. Its dependable quality is due to exact measure, exact strength, and exact sterility. Everfresh sells for 25¢ everywhere!

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Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

THE NORTH CAROLINA PHARMACEUTICAL ASSOCIATION



HOWELL HALL OF PHARMACY, CHAPEL HILL

PHARMACY SCHOLARSHIP FUND FOUNDATION

The N. C. P. A. Pharmacy Scholarship Fund Foundation

The Executive Committee of the N. C. Pharmaceutical Association, acting on a resolution adopted by the organization during its annual meeting in Greensboro this past May, has approved a plan for solicitation of funds to provide scholarships for worthy students desiring to study pharmacy at the State University School of Pharmacy. In setting up the Foundation the Executive Committee took cognizance of the fact that student enrollment in our pharmacy schools is steadily decreasing and at the same time took steps to correct this unfortunate situation.

Briefly, the Committee asks you, as an individual interested in the future of Pharmacy, to contribute funds—\$1.00 up—to the Foundation so that additional worthwhile students may be recruited to the profession. The Committee proposes to follow up its present "Why Study Pharmacy" program by publicizing Pharmacy throughout the high schools of the State, particularly to the senior classes. The extent of the Committee's future activities will depend solely on your response to this appeal for funds.

Before deciding this question one way or the other, the Committee asks that you carefully read the following excerpt from the Bernay Survey on "Shortage of Pharmacists"; also the information pertaining to the types of scholarships and the basis on which the awards are to be made.

SHORTAGE OF PHARMACISTS

"Most important, from the standpoint of maintaining the present structure of the pharmaceutical profession and the drug trade, is the shortage of registered pharmacists. Most of you are aware of this shortage. Obviously, it is difficult to foretell a future, as complicated as the one we are facing with any degree of certainty. But we can estimate that if the present trend of losses and replacements continues the net loss in five years will be at least 7,000 pharmacists, which is probably more than ten percent of the number now in practice. We got that figure by careful evaluation and careful weighing of information from many dependable sources.

Actuarial figures show that 2.6% of practicing pharmacists, about 2,100 in number, die, retire, or enter other activities yearly. That makes 10,500 in five years. Of approximately 14,000 pharmacists in the armed services, it is estimated that 4,000 will not return to Pharmacy, for various reasons. Some will be war casualties. Some will remain in the standing army, which will probably be larger than heretofore. And some will enter other activities.

"Of those taken for Army replacement, as the war goes on, and of those in this year's graduating classes, who have been drafted, at least another 800 will probably be lost permanently to pharmacy. Add all those figures together: you'll find that in five years the losses, estimated conservatively, will amount to at least 15,300. Moreover, increasing numbers of registered pharmacists have been going each year from the drug stores into drug manufacturing establishments, research institutions, hospitals, etc. That movement, too, will continue after the war. It will doubtless be accelerated by changes after the war, such as the emphasis on increased public health care set forth in the program of the National Resources Planning Board.

"Now, how many new pharmacists can the schools be expected to produce to offset those losses? During recent pre-war years annual graduations have averaged about 1,600. That number, of course, was not sufficient even to replace the normal loss of 2,000 a year. For almost a decade, in fact, the schools have graduated too few to replace the normal loss. War conditions have aggravated a situation that was already gloomy. Today, pharmacy school enrollments are a little more than half the average of the past few years. However, with the great majority of schools giving accelerated courses, thus permitting two graduating classes a year, new recruits from the schools may number about the same as the recent average, or a little more. We have estimated 1,700 a year. The pressure of this same acceleration program, however, and the higher standards of work demanded by the War Manpower Commission for deferment,

may cut that figure somewhat. More than the usual 33 1/3 percent will drop out between freshman year and graduation—we calculated about 36 percent. Calculating it that way, we may expect 8,200 replacements in five years, if enrollments are kept at the present level.

“Obviously, to get the needed replacements (15,300) the number of enrollments will have to be much higher than at present. In fact, it will have to be almost doubled. About 4,700 freshmen, we estimate, will

have to be registered during each of the next five years in order to maintain the number of registered pharmacists practicing in the country normally, which is about 82,000.

“Solution: There is only one way to increase the number of pharmacy school graduates and that is to get more students. As I have said, the trend toward lower enrollments was apparent long before the war. There is no reason to expect a reversal of the trend, unless something is done about it.”

FOUR TYPES OF SCHOLARSHIPS

1. **Tuition Scholarship.** Seven such scholarships, valued at \$85 each, are now available; a number insufficient to meet the needs of worthy students applying for this type of assistance. The seven tuition scholarships already established are: B. C. Remedy Company (2); Justice Drug Company (2); W. H. King Drug Company (1); Scott Drug Company (1); N. C. Pharmaceutical Association (1).

2. **Tuition-Fees Scholarship.** In order to attract additional students to Pharmacy who might otherwise go into another field of effort, we think it wise to set up a limited number of scholarships valued at \$200. This sum represents approximately the cost that must be paid to the University during a nine-months period for tuition, laboratory fees, laundry, Infirmary, Library, etc. It does not, however, cover the cost of board or room or books. It is felt that an award of \$85 (bare cost of tuition) would not be enough in itself to sell a prospect on Pharmacy, however helpful such an amount is to students already in college. Two hundred, on the other hand, has pulling power, offers definite appeal, might well be the determining factor in steering into Pharmacy boys and girls that Pharmacy needs.

3. **Graduate Scholarship.** The Pharmacy School offers graduate work leading to the Master's Degree that extends one year beyond the one-year B.S. Degree. It is the only school between Baltimore and Florida and east of the Mississippi that offers this work. The Pharmacy staff at Chapel Hill is anxious to draw into its graduate curriculum well-qualified students who want to pursue advanced, specialized studies, but who have exhausted their resources after four years and are not able to carry on for a fifth. The School would like to send into Pharmacy a reasonable quota of specialists who by virtue of advanced training can make a genuine contribution and at the same time secure for themselves a career offering substantial financial rewards from a work that is quite stimulating. Since education on the graduate level is more expensive this scholarship is valued at \$500 a year.

4. **Memorial Scholarship.** To establish an award that would be self-perpetuating would require an investment of approximately \$2,500. The annual yield from such an investment would vary according to interest rates. Surely there must be some person, firm, or organization connected with Pharmacy in North Carolina, who could afford and would desire to keep fresh the name and memory of a loved one or of the firm or organization by creating a memorial of this sort which would have the double virtue of actively helping a deserving

student of Pharmacy while serving as an enduring tribute of respect to the person, firm or organization so memorialized. Where better than at the State University which has already stood for 150 years, could such a living testament of love and pride be established?

5. **Scholarship Pool.** For those who wish to contribute to the N.C.P.A. Scholarship Fund Foundation but who are not interested in establishing any of the scholarships enumerated above, a Scholarship Pool has been set up to receive donations in any amount. All contributions less than \$85 will be assembled in this fund and used to establish joint scholarships.

SCHOLARSHIP AWARDS

1. Scholarships will be awarded on the basis of merit, aptitude, and financial need. Applicants will be expected to present evidence calculated to establish these three points. The selection of the recipients will be made by the five-man teaching staff of the Pharmacy School.

2. In order to be eligible to retain the scholarship after it has been awarded, the recipient must maintain a quality of progress and subscribe to the conditions as set up by the University's Scholarship Committee. Briefly, these are a grade average of "C" or better; good campus citizenship; and modest spending if award is granted on

basis of need. Violation of these requirements may mean loss of scholarship.

3. The wishes of donors of scholarships will be respected. Unless otherwise directed the names of all scholarship donors will be listed in the University catalogue along with the value of each scholarship. In addition each contribution to the Foundation will be acknowledged by the Dean of the Pharmacy School and the name of the contributor will be published in THE CAROLINA JOURNAL OF PHARMACY.

4. All contributions to the Foundation are deductible from your Income Tax provided (1) the contribution is paid during the taxable year and (2) the contribution does not exceed 15% of your net income before deducting the contribution.

USE THIS HANDY CONTRIBUTION BLANK

To:
THE N.C.P.A. PHARMACY SCHOLARSHIP FUND FOUNDATION
c/o N. C. Pharmaceutical Association
DRAWER 151, CHAPEL HILL, N. C.

Gentlemen:

I am enclosing check (\$.....) to be used for:

- | | |
|---|---|
| <input type="checkbox"/> Tuition Scholarship | <input type="checkbox"/> Tuition-Fees Scholarship |
| <input type="checkbox"/> Graduate Scholarship | <input type="checkbox"/> Memorial Scholarship |
| <input type="checkbox"/> Scholarship Pool | |

NAME.....

ADDRESS.....

Make all checks payable to N.C.P.A. Foundation

Wilson—It's now "Professor" Paul B. Bisette. Recently Mr. Bisette lectured on "Merchandising" to the students of the Wilson High School.

Enfield—Elizabeth Clark Beavans, daughter of Mr. and Mrs. W. E. Beavans, has been commissioned an ensign in the Naval Reserve following graduation from the Midshipmen's School (WR) at Northampton, Mass. Following a short leave at home she reported for duty at Chapel Hill.

Greensboro—We are pleased to report that Ralph Sykes has succeeded in reopening the Revolution Drug Store which was partially destroyed by fire several months ago.

Atlanta—Two North Carolinians were in attendance at the Southeastern Pharmaceutical Conference held in this city on November 17th: H. C. McAllister of Chapel Hill, who represented the N. C. Board of Pharmacy, and P. J. Suttlemyre of Hickory, who was present as an official delegate of the N.A.R.D.

Washington, D. C.—The Council of the American Pharmaceutical Association and the Executive Committee of The National Association of Retail Druggists will hold a joint meeting at the Hotel Statler, Washington, on Sunday, December 12.

Dunn—David H. Hood, son of Paul C. Hood, is now serving overseas. David's friends may get in touch with him by writing to the following address: Pfc. David H. Hood 34315503, Headquarters Detachment, First Medical Squadron, A.P.O. 201, c/o Postmaster, San Francisco, Calif.

Norwich, N. Y.—The Norwich Pharmacal Company has established two fellowships at Syracuse University beginning September 1, 1943. The total of the grant is \$2,500 for work on antibacterial agents.

Pomona—O. W. McFalls of the Pomona Drug Store has announced the drug store will close at 6 P.M. on Tuesday and Thursday of each week for the winter months.

Kannapolis—W. S. Frieze of the Center-view Pharmacy has resigned to accept a position with the Cabarrus Drug Company of Concord. Mr. Frieze has been replaced by J. A. Sappenfield.

Pinehurst—W. R. Viall of the Carolina Pharmacy has purchased the prescription stock of the Pinehurst Pharmacy and consolidated it with his own. Due to the death of the pharmacist-owner, Mr. J. I. O'Brien, the Pinehurst Pharmacy has been converted to a drug sundry establishment.

Greensboro—Margaret Lloyd addressed the Altrusa Club recently on "Women in Pharmacy." Miss Lloyd is associated with the Asheboro Street Pharmacy.

Durham—J. Floyd Goodrich, T. M. A. Secretary-Treasurer, is on the mend after being temporarily incapacitated by a severe cold.

Marion—Mr. and Mrs. Dean Tainter attended the Duke-Carolina foot ball game in Chapel Hill on November 20. Also present at the game were Mr. and Mrs. R. E. Kibler and daughters of Morganton; Mr. and Mrs. D. F. White of Mebane; T. G. Crutchfield and friends of Greensboro and others.

Lenoir—Earl H. Tate, Mayor of Lenoir, has been appointed a member of the Lenoir-Morganton Airport Commission.

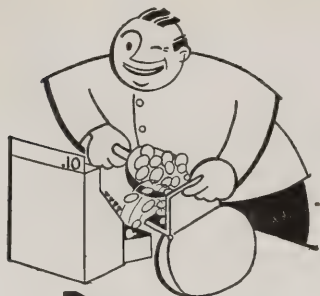
Morganton—W. B. Halsey of the Cornwall Drug Company will enter the Army on December 17.

Gastonia—L. J. McNeill of Kennedy's has resigned to recuperate from a foot ailment. He has been replaced by W. C. Lewis, formerly of the Sterling Drug Company, Charlotte.

Concord—According to Coroner N. J. Mitchell, Charles Cook of this city died in the county jail on November 30 from acute barbituric poisoning. Two partially-filled boxes of the tablets were taken from Cook's clothing.

Mount Airy—Joe Hollingsworth attended a meeting of the United States Savings & Loan League held in Chicago the latter part of November. While in the city he took time out to visit N. A. R. D. headquarters.

Oxford—F. W. Hancock, Secretary-Treasurer of the N. C. Board of Pharmacy, has announced the licensing of four new drug stores: W. L. Ketchum Drug Company, Jacksonville; Wilmore Drug Store, Concord; Columbia Drug Company, Columbia and Moffitt Drug Company, Moffitt Village, Wilmington.



**It pays
you 4 to 1!**



If it's a Bromo-Seltzer sale you've rung up, that ten-cent sale has put 8¢ into your pocket. It took only 32 seconds to dispense it. It cost only 2¢. Yessir, it nets you 4 to 1.

Not many of your sales do as well as that. So it's worth while to push Bromo-Seltzer a little more. Give the dispenser a good place on your fountain. Do a little promoting. Bromo-Seltzer dimes are worth more than most dimes to you.

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**Emerson Drug Company
Baltimore, Md.**

For Sale

To N. C. registered pharmacist, drug business in Eastern Carolina. Small town, small investment, low overhead, good future. Details will be furnished if you really are interested. Owner retiring. Write W. J. Smith, Drawer 151, Chapel Hill, N. C.

WANTED

Registered pharmacist, draft exempt, who can manage, do the buying, and is capable of filling 20,000 prescriptions a year. The store hours are from 8:30 A.M. to 10 P.M. six days a week and from 9 A.M. to 10 A.M. and 2 P.M. to 6 P.M. on Sundays; also subject to call at any other time. If interested, write W. J. Smith, Drawer 151, Chapel Hill, N. C.

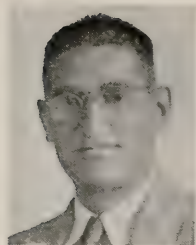
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EITHER FOR IMMEDIATE
OR FUTURE DELIVERY

- Labels
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- Boxes
- Physicians & Blanks

Satisfaction Guaranteed
— or No Sale

McCourt Label Cabinet Co.
Specializing in Labels for Drug Stores
58 BENNETT STREET
BRADFORD, PENNA.



Mist from the Mountains

By JAMES W. HARRISON, Asheville

Dr. C. T. Sisk (Sisk Drug, Bryson City) suffered a broken hip, resulting from a fall in his store in early November. At this writing he is mending remarkably well in an Asheville hospital.

J. R. Davis (Davis Drug, Marion) has been seriously ill for a month or so.

"For the 'duration' and for the purpose of conserving manpower, coal and other Wartime necessities, GOODE'S will be closed on Sundays." So read advertisements in the Asheville papers during the first week in November. This brings to four the number of drug stores closed on Sundays, the others being Eckerd's, Mullens, and Asheville Pharmacy. Goode's store hours for week days remain the same—8:30 A.M. to 9 P.M., while Salley's has been observing the hours of 9 to 9 with the soda fountain being closed on Sundays. As the winter season approaches many other stores are contemplating shorter days.

C. E. Cline, after a brief sojourn in Greensboro, is now with Walgreen's in Raleigh.

Roy Johnson (Johnson Drug) who has been ill and absent from his store for the past month, has recently returned to the

University of Michigan Hospital at Ann Arbor for an operation on December 14th.

It is not unusual for a druggist to receive a prescription for a hundred capsules of a trade-marked or proprietary manufacture but when he gets a prescription for a thousand such capsules it ranks with the unusual events. Such an instance happened to Don Plemmons of Adams-Blauvelt when he recently received a prescription for a thousand Pulvules Betalin Complex—two b.i.d. Don's only comment was, "Well, there wasn't much labor charge on that one."

J. A. Goode made a business trip to New York and Washington in late November and while up North took in the Cornell-Pennsylvania game on Thanksgiving.

Customer: "I want a tonic for a weak old man."

Druggist: "If he's just a week old, you'd better have a doctor."

Salesman: "How many people do you have working for you?"

Druggist: "I'd say about five-eighths of them."

October 28, 1943

Dear Mr. Smith: (Stacy Smith, Asheville)

As I write this I can just picture Asheville, your office and all of you there. Franks, the Petrogalar man, conveyed your recent regards to me and I appreciated your thought lots.

I've been in England for some time and being on the move lots, my writing has suffered. On the way over I lost all my "seagoing ambitions," I can assure you.

Things are going well, it seems, here. I'm proud of America's representation here and we fellows appreciate the backing that you all are giving us. Hope we can be worth it.

Hello to all and I'll come swinging my detail bag down Lexington Avenue one of these days. Best wishes.

Sincerely yours,

Joe Elletson

(S. M. A. Representative)

Cpl. Joseph Elletson 34515651
9th General Dispensary
APO #517 c/o Postmaster
New York, N. Y.

CAPUDINE

BONUS DEAL

TO RETAIL TRADE

THROUGH ACCEPTED WHOLESALERS

\$8.00 ^{ANY} **ASSORTMENT** **5%** CASH BONUS

In Addition to Wholesaler's Discount

Cash Bonus will be sent direct upon Receipt of
Wholesaler's Invoice showing Purchase

P.S.—You net 481% Profit when dispensed over the fountain from the one pint size. Include on your order. Write for Free Dose Measure Glass, Counter Cards, Dummy Cartons.

CAPUDINE CHEMICAL CO.

RALEIGH, N. C.

Buy War Bonds

Robert R. Bellamy & Son

Service Wholesale Druggists

Wilmington, N. C.

Buy War Bonds

Marriages

Miss Melba Austin of Raleigh and D. F. White of Mebane were married in the Capital City recently. Mr. White operates the Mebane Drug Company.

Deaths

George Washington Carr Rush of Silver Springs, Md., died in Raleigh on November 5th after being injured in an automobile accident.

Mr. Rush was born in Montgomery County on November 8, 1900. He was graduated from the UNC School of Pharmacy and for the past 10 years had been employed by the Peoples Drug Stores in Virginia and Maryland.

* * *

Barnard Cleveland Sheffield, prominent Warsaw merchant and civic leader, died at his home, November 5, following a heart attack suffered two days previously.

Mr. Sheffield was born near Chinquapin on January 25, 1885. In 1907 he began his drug store business in Wallace, going to Warsaw 32 years ago where he established the Warsaw Drug Company, one of the

most prosperous drug businesses in Eastern North Carolina.

Mr. Sheffield is survived by his widow and three sons, one of whom—First Lt. B. C. Sheffield, Jr., is a graduate of the UNC School of Pharmacy and a licensed pharmacist.

J. I. O'Brien, of Pinehurst, pharmacist-owner of the Pinehurst Pharmacy, died on November 29 after a brief illness.

Mr. O'Brien came to North Carolina from Massachusetts in 1918 and was a resident of this State until his death. He is survived by his widow.

Prescription Balances Repaired

Speedily Accurately Economically

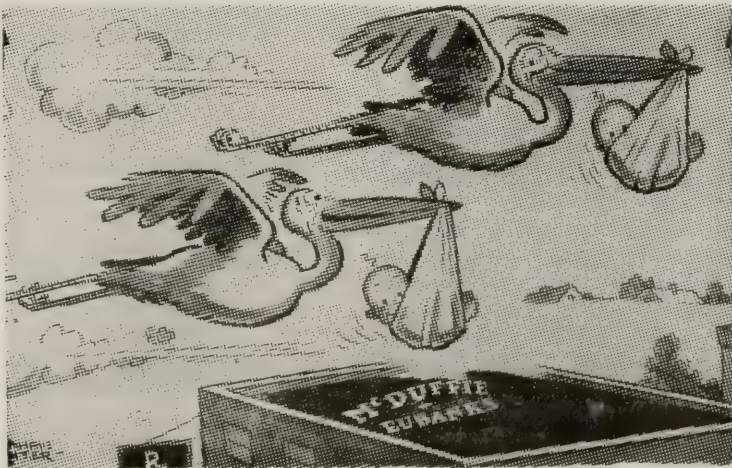
Our convenient Southern location and competent shop technicians eliminate useless waiting and decrease repair costs.

PHIPPS & BIRD, Inc.

915C E. Cary Street

Richmond, Va.

The McDuffie-Eubanks Drug Company of Greensboro advertises regularly in the Greensboro *Daily News*. One of their unique ads is reproduced below.



In view of the tire and gas shortage, shall we stop and pick up the usual supplies on the way?

To Our Customers...

We extend the wish that this Christmastide will bring you a generous portion of happiness which will remain throughout the coming year.



JUSTICE DRUG COMPANY
GREENSBORO, N. C.

North Carolina Service Wholesaler

Greensboro News

Mrs. J. W. Finch, Reporter

On October 20th, the Woman's Auxiliary held its regular meeting at Sarah Cortland's Tea Room with thirty members present. Mrs. N. B. Moury was chairman of the committee in charge of the program.

Each member found her place at a most delicious meal by appropriate Halloween place cards. Throughout the rooms were flowers in lovely fall shades.

After the last bite of that lemon pie, Mrs. J. M. Cates introduced Miss Jo-Marie Thompson, Christian Education Director at West Market Street Methodist Church, who gave several readings in her own inimitable way.

Mrs. Bradford, Auxiliary president, called for reports from each of the committees.

Two new members, Mrs. W. L. Johnson and Mrs. Malcolm Goodwin, were welcomed into the group.

After the announcement that it was the group's regular Red Cross day, the meeting was closed by repeating together the Lord's Prayer.

Last summer it was decided to have a centrally located and definite place for the Auxiliary meetings which are held every two months. Mrs. Cortland's Tea Room was agreed upon and has proven to be an excellent plan.

News Briefs

While in Justice Drug Company the other day I noticed a "Roll of Honor" with the following names who've gone to help win this war:

Amos Bullock, Jr.
William Tilley
G. B. Davis
C. G. Hunt, Jr.
E. C. Trogon
W. R. Frederick
W. C. Cagle, Jr.

Mrs. Lawrence Thomas is visiting her parents, Mr. and Mrs. P. W. Glidewell, in Reidsville.

Mr. and Mrs. P. A. Hayes will leave soon for Atlanta for the Southeastern Drug Club Meeting. From there they expect to go to Miami, Fla., for a visit with their daughter, Mrs. Stephen Forrest and her Lieutenant husband.

News from the Wilkerson household finds Cpl. Jimmy Wilkerson at Rosecrans Field, St. Joseph, Mo., where he's an instructor in the Link Trainer Department. Mrs. Wilkerson hopes he'll be home for Christmas and so do all of us hope with her that all the boys can soon come home and this war with all its uncertainties and heartaches will be behind us. The Wilkerson's daughter, Margaret Daniel, is a freshman at W.C.U.N.C.

At 11:05 P.M. on October 24th, Mr. and Mrs. Jesse W. Tyson became the proud parents of little Miss Donza Elizabeth Tyson. Congratulations to you both! (Tyson says it's really too early to say just whom she looks like!)

Mr. Tyson has bought the controlling interest in Greene Street Drug Company from Mr. W. B. (Bill) Sellars, who has retired to his place in the country. The store will continue to operate with the same policy of service as always.

Mr. I. B. Squires, Mebane, has been associated with Wilkerson-McFalls since last June. Mr. Squires was originally with Ham Drug before going to Mebane some time ago.

Mr. J. M. Cates, Jr., (Jimmy to most of us) recently attended the annual meeting of ice-cream manufacturers in Charlotte. Jimmy's parents, Mr. and Mrs. J. M. Cates, from Atlanta are now with them.

Mr. and Mrs. C. V. Cagle were very pleasantly surprised about a week ago when their son, Sgt. Wm. C. Cagle (Bill) came in by plane from Alamogordo, N. M., a few days earlier than they had expected him. We'd like to say *we're* glad you're here too, Bill.

Did anybody miss hearing that *very* frivolous foursome at the bride party?—Yes, I



*Profits up
to 67%*



Purepac

**FALL AND WINTER
FREE GOODS OFFERS**

COUGH AND COLD REMEDIES

SPECIALTIES

OINTMENTS, TUBED

plus **VITAMINS**

Ask about 'em today!

PHONE OR WRITE

BODEKER DRUG COMPANY

1414 EAST MAIN STREET

RICHMOND, VIRGINIA

do mean Van Horn, Compton, Davis, and Groome. We wonder what you found so amusing? or why you couldn't tell us?

In a letter to Mr. Wilkerson recently, Sam McFalls, pardon, Lieutenant McFalls, expects his next address to be an A. P. O. number. Sam has practically been begging for an overseas assignment and will soon leave the 14th Combat School in Maryland. Sam, who is a First Lieutenant in Chemical Warfare attached to aviation, has been in Miami since February doing a swell job of training others in the uses of gases, etc. The very best of luck to you, Sam!

Mrs. Phillips Fagan who hails from Portland, Ore., and whose husband is a Lieutenant in the Medical Corps at B. T. C. No. 10, has accepted a position as pharmacist with McDuffie-Eubanks. Mrs. McDuffie says she came to his store to have a prescription filled, *having heard of it on the West Coast*—Ahem! Mr. Rogers! (From the looks of Pharmacist Fagan, she should be very ornamental as well as useful!)

Mr. Ralph J. Sykes, whose store we regret to say was recently badly damaged by fire, has bought Cline's Store and expects to move stock and fixtures to Revolution Drug.

One finds the L. C. Derricks with paint brush in hand these days—they're working on a very delightful playroom downstairs, with fire place 'n' everything at their new home at 407 West Greenway. Doing a swell job of it, too. They sold their home in Starmount and we miss them. (We were neighbors.)

Pfe. Robert H. McNeely was recently home for a visit with his mother, Mrs. M. C. McNeely. Bob, who was very active in the Guilford College Choir before going to the Army, has been carrying on at Kenyon College, Gambier, Ohio, where he is now stationed. Seems Bob, with several other musicians of note, make all the music for the place.

Just one look at Mrs. H. W. Van Horn and there's little wonder she's chairman of our Flower and Good Cheer Committee!

With Mrs. Wilkerson, chairman, Mrs. O. C. Trogdon, Mrs. Van Horne, Jimmy Cates, John Terrell, and Tom Waugh on

the committee for the Christmas party, we have every right to expect the usual swell time!

Greensboro Drug Club

The Greensboro Drug Club held its regular business meeting and luncheon at O' Henry Hotel Friday, November 5, at 1 o'clock, with Justice Drug Company as host. There were 35 members present with Mr. and Mrs. W. J. Smith of Chapel Hill, Mrs. C. H. Bradford, Woman's Auxiliary president, Sgt. Bill Cagle, Army Air Corps, Mr. Floyd Goodrich (BC) of Durham, as guests.

Mr. Roger McDuffie, pinch-hitting for Mr. Bradford, president, who was ill and unable to attend, presided. He introduced Mrs. Fagan, pharmacist, who gave a comparison of drug business here and in Oregon where she recently practiced.

Mr. W. J. Smith, who needs no introduction, talked on various problems confronting the druggist at the present time. He also presented plans for recruiting pharmacy students, stating prospective students should be given complete information regarding pharmacy. Mr. Smith outlined the four distinct types of scholarships at the university and suggested the "outright gift" scholarship the most favorable for the club at this time.

Mr. M. G. Morris, Mr. I. O. Wilkerson, and Mr. C. W. Cagle were appointed to serve on the nominating committee for officers for the coming year.

Mrs. C. H. Bradford, Auxiliary president, gave a report on the plans for the Christmas party, December 9th and called for a committee to serve with the women's committee. Jimmy Cates, John Terrell, and Tom Waugh were appointed. The party will be held, as it was so successfully last year, at Vicks'.

Secretary Lee Moose gave an income and expenditure report which was adopted.

Mr. Ralph Sykes very appropriately suggested the club give a rising vote of thanks to Mr. Hayes for the splendid luncheon.

Timely Tips

**PUT
YOUR COLOR
and
YOUR DESIGN
IN YOUR CUSTOMERS
MEDICINE CABINET
with
BOXES
& LABELS**

DRUG
ST. LOUIS, MO.
FINE DRUG

PACKAGE
INCORPORATED
BOXES & LABELS

WRITE OR CALL

C. H. SMITH

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Richmond, Va.

Wholesale Druggists

Importers & Jobbers

Druggists' Sundries & Fancy Goods

We solicit your orders

Our experience of over 70 years

insures our ability to serve you

satisfactorily

The Seeman Printery, Inc.

Where Good Printing is a Habit

WE SPECIALIZE IN SATISFACTION
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Queen City News

By MRS. E. H. HEMMLE, *Corresponding Secretary*

Charlotte Drug Travelers

The Charlotte Drug Travelers held their regular monthly meeting at Thacker's Restaurant, Saturday, November 6th at 1:15 P. M. Mr. J. G. Barnette (E. B. Reid Co.) presided and introduced the guest speaker, Chief Walter Anderson, Chief of Police, Charlotte, who gave an entertaining talk on "Discipline—Past and Present." He also told a true mystery story from the Philadelphia Police annals, and asked for solutions by club members.

An attendance contest was started by dividing the members of the club into two teams with Mr. W. R. Dixon (Bauer & Black) Captain of the Reds and Mr. E. H. Hemmle (Colgate Company) Captain of the Blues. The Reds had one more member present which gave them an edge on the contest. The losing team must put on a fish fry for the winners.

Mr. P. C. Day (Jergens Company) furnished the door prize which was won by Mr. Rush Hamrick (Kendall Medicine Company), Shelby.

Mr. Al Cox (B. C. Remedy Company) of Durham was a visitor and also decided to become a new member.

Mr. Pierce Summers (Dixie-Vortex) had as his guest, Mr. E. E. Potstock (Northern Tissue Company) who expects to join the club.

Mr. W. McElveen (Nyal Company) brought Mr. B. B. Owens (Woodbury) as guest and prospective member.

Mr. H. C. Thorburn of Retonga Medicine Company, Atlanta, who is a club member, attended.

This was one of the best meetings the club has had in several months. The club voted to take up a collection for the fund started by the *Charlotte Observer* to give to the Sergeant who had sent \$700 over a period of months to his sweetheart in Charlotte to save for their wedding day, only to return to Charlotte to find she had

married another man and had taken the Sergeant's money. He had been on 50 bombing missions in the European theatre of war and had received decorations for bravery. The club collection amounted to \$25, which was turned over to the *Charlotte Observer*.

Around 40 members were in attendance. The next meeting will be held at 12:30 P.M. instead of the usual time 1:15 P.M., December 4th because of the annual Shrine Football Game on that afternoon.

Charlotte Druggists' Woman's Auxiliary

The Woman's Auxiliary met November 8th at Efrid's Dining Room. The table decorations were in keeping with the Thanksgiving season. Mrs. W. B. Holmes, Jr., and Mrs. George F. Bryan were responsible for the beautiful centerpiece of various fruits and flowers. An enjoyable turkey dinner with trimmings was served, after Mrs. J. G. Dawson had led the group with a hymn invocation. Mrs. Walter Dixon, secretary-treasurer, gave a full report of last month's meeting.

Mrs. Foster Thomas, president, suggested the club sponsor through the Charlotte Welfare Society, a lovely Christmas for some underprivileged child. Her suggestion was unanimously approved by the club.

Mrs. Gene Saunders, one of the esteemed members, was reported to be taking a rest cure at Mecklenburg Sanatorium at Huntersville, N. C. Everyone extends their sympathy as Mrs. Saunders is beloved by all who know her. Several nice gestures were voted on by the club, in which small ways they could help to make her days more bright while being shut-in.

Mrs. May Murphey, who fell several weeks ago, was reported to still have her ankle in a cast.

Mrs. C. H. Smith was reported to have been confined to the hospital several days with a severe throat cold.

Wartime Nutrition



Contains Natural
VITAMIN A
and **CALCIUM**
... and the other vital
elements of fresh milk

When you suggest ice cream to your customers, you are recommending *real nourishment* in its most delicious form. And when you sell Sealtest Ice Cream, you are selling a food whose quality and purity are scientifically controlled and safeguarded.

Southern Dairies
Sealtest
ICE CREAM

Please Mention The Carolina Journal of Pharmacy When Writing Advertisers

The club voted to sponsor the poster "Why Study Pharmacy?" sent out by Mr. W. J. Smith, secretary of the NCPA. These posters are to be placed in the drug stores and schools in Charlotte.

Twenty-five members attended. The club received one new member, Mrs. Bill Hardee, whose husband is with Upjohn Company. Mrs. Marshall Smith's mother, Mrs. A. M. Daniel of Orange, Va., was a visitor.

The December meeting will be held at the home of Mrs. Walter Dixon, who has opened her lovely home for a covered dish luncheon. The regular luncheon fee is to be turned in on the fund for the underprivileged child's Christmas.

The club meeting closed by singing several popular songs from World War No. 1 and No. 2.

Clubhouse News

The clubhouse of the Charlotte Drug Travelers on the Catawba River has been the setting of several enjoyable parties recently. Mr. and Mrs. C. H. Smith and Mr. and Mrs. W. R. Dixon held a hamburger fry with about six other couples. Mrs. Smith's niece from Arkansas was guest of honor.

Mr. and Mrs. Pierce Summers also entertained several couples with a hamburger fry and took along prospective members for the clubs, Mr. and Mrs. E. E. Potstock.

Mr. and Mrs. W. McElveen and Mr. and Mrs. E. H. Hemmle held a Hallowe'en party at the clubhouse. Hamburger, weiners, slaw, and baked beans were on the menu. Pinning the tail on the donkey proved to be the most popular game of the evening.

News Notes

Mrs. W. O. Dowdell is reported ill. Mr. Dowdell is pharmacist at Carolina Cut Rate Drug Store.

Mr. and Mrs. E. I. Butler and family spent about 10 days in Washington and Baltimore.

Mr. and Mrs. F. F. Potter (Lehn & Fink) combined pleasure with business when they made a three week's trip to Louisville Ky., recently. There they met

Mr. Potter's sister and husband, and all went on to Cincinnati. Mr. and Mrs. Potter returned by way of Virginia, working back.

Danny Norman, son of Mr. and Mrs. Frank Norman (Scott Drug) had his tonsils removed recently. Best to get them out early, eh, Danny?

Mrs. Henry Marston is reported ill and taking treatments under the doctor's care. We hope she will be improved soon.

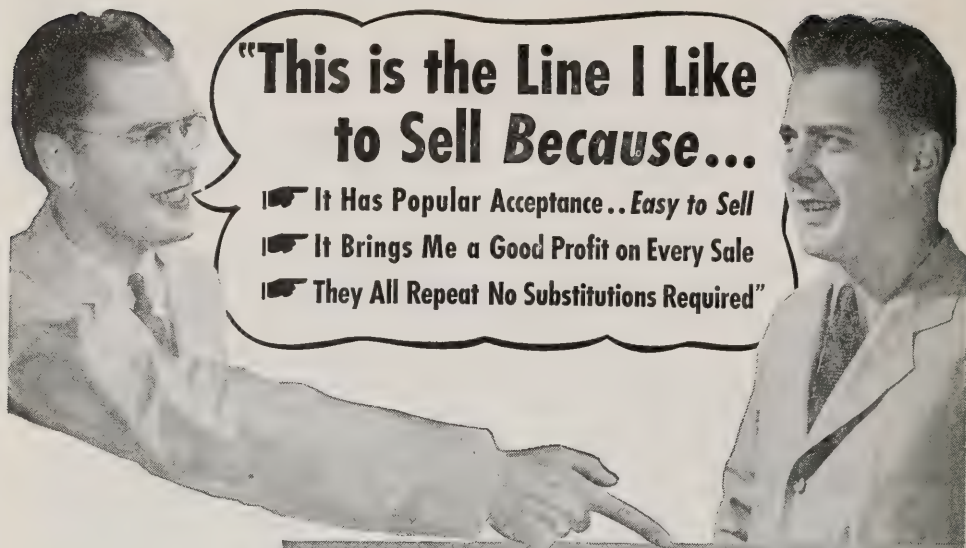
Mr. and Mrs. Luke Blackmer (Southern Dairies) recently had as guests in their home, Lieut. and Mrs. Charles P. McCaskey. Lieutenant McCaskey is Mrs. Blackmer's brother. He received his commission last week in the Medical Administrative Corps at Camp Barkley and reported to Jackson, Miss., November 13th.

Lieut. (jg) R. G. (Dick) Rozier was a visitor in Charlotte recently. He has been on active duty in the Caribbean area. Dick surely looked like the Navy life was agreeing with him. In civilian life, Mr. Rozier was sales representative for Wm. P. Pothress Company, Richmond, Va. Lots of luck, Dick.

Charlotte was well represented at the South Atlantic Drug Association meeting, which was held in Atlanta November 8-9. Those attending from here were: Mr. J. W. Bennick (Scott Drug); Mr. S. A. Beatty (Burwell & Dunn); Mr. Gene Saunders (Ray-O-Vac); Mr. Marshall Smith (Mennen Company); Mr. P. L. White (Mallinckrodt).

Mr. W. B. Holmes, Jr. (Merek Company) recently attended a sales meeting in Chicago, Ill. The meeting was held at the beautiful Edgewater Beach Hotel.

There are several good golf players around Charlotte. Mrs. F. F. Potter was partner with Mr. Mike Wise, who is club champion at Hillcrest Golf Course. Mr. F. F. Potter (Lehn & Fink) and Mr. Frank Armistead (Johnson & Johnson) also played in what they termed a "Scotch" foursome. Mrs. Potter won first place with a low score of 42. Mr. Armistead was third and Mr. Potter lost his score card at the last hole.



**"This is the Line I Like
to Sell Because..."**

- ☛ It Has Popular Acceptance.. *Easy to Sell*
- ☛ It Brings Me a Good Profit on Every Sale
- ☛ They All Repeat No Substitutions Required"

NEW!

**Alka-Seltzer
Window Display**

Available Soon!

Plan NOW to use it!

Build an eye catching Alka-Seltzer Window with this big, full-color beauty. It's Timely, Newsy, Dynamic.



ONE-A-DAY is the Trade Mark of Miles Laboratories, Inc., registered in U. S. Patent Office

Yes, Mr. Druggist, when you make a sale on any Miles Product your profit is in your cash register—to stay. You don't have to worry about substitutions or dissatisfied customers. When you sell a customer you make a friend and a good profit on every sale.

PEOPLE KNOW Miles Products. They like them. They are never allowed to forget them because Miles' great Coast-to-Coast Radio Programs are going into

the homes of your customers every day. Millions also read Miles' Magazine and Transportation Advertising day after day. No wonder druggists say, "The Miles Line is the Line I Like to Sell!"

How About YOU? Are you getting your share of this big ready-built, ready-sold business? Why not make sure? Check your stock of Alka-Seltzer, ONE-A-DAY (brand) Vitamins, Dr. Miles Nervine and Dr. Miles Anti-Pain Pills today.

MILES LABORATORIES, INC., ELKHART, INDIANA

Mr. and Mrs. E. H. Hemmle spent the week-end recently at Myrtle Beach. Fishing was very good and they brought back 50 whiting and trout and one 4½-pound flounder which won \$1 for being the largest one caught that day, and also an additional \$5 for standing up as the largest fish caught that week.

Mr. Gene Saunders underwent an operation at the Mercy Hospital which necessitated his being confined for a week. As active as we know Gene to be, we bet it was hard to keep him in bed that long. At last report he was getting along fine.

Mr. Louis Holmes (Park Place Pharmacy) is back on the job after a long illness. The main thing that worries him now is getting enough merchandise and we'll bet he could find plenty company for plenty of others are in the same fix. He reports that Mr. and Mrs. Frank R. Anders II and their son, Frank R. III are now living in New York City. Mrs. Anders is Mr. and Mrs. Holmes' daughter. They are expected home for the holidays about December 1.

Mr. Melrose Harrison (Smith Drug Store) reports he has two sons in the armed services. Lieut. J. C. Harrison is in the Air Corps at Battle Creek, Mich. He is bombardier and navigator. Clarence P. Harrison is in the Medical Corps of the Navy and is stationed at Great Lakes Naval Training Station at Great Lakes, Ill. Our hats are off to you, Mr. Harrison. May we add that Mr. Harrison is managing the Smith Drug Store for Mr. D. L. Smith, owner, who is now Pharmacist Mate in the Navy, stationed at New Orleans, La.

Raymond Patterson, who was employed at Lisk Pharmacy No. 2 died recently at Charlotte. He had been with the Lisk Pharmacy No. 2 for about five years and for twelve years prior to that time was with Lisk Pharmacy No. 1.

Mr. and Mrs. W. S. Obenshain attended the Southern Ice Cream Convention at French Lick, Indiana. Mr. Obenshain is zone manager for Southern Dairies of Charlotte. Mrs. Obenshain was president of the Charlotte Druggists' Woman's Auxiliary in 1942.

Fire Sweeps Liggett's Drug Store At Charlotte

Charlotte's oldest business building was gutted by fire November 17 when flames swept through Liggett's Drug Store on the northeast corner of Independence Square, causing a loss estimated at approximately \$50,000.

The fire, which apparently was smouldering for a long time behind a counter at the rear of the drug store on the first floor, ate its way through three stories to the roof and broke through at one point into the adjoining building on East Trade Street, occupied by M. B. Smith, Jewelers, Inc.

The stock of Liggett's Drug Store, valued at nearly \$20,000, was said to have been ruined. A policeman on the beat put it "He ain't got enough left for a fire sale."

Built in 1830, the Davidson-Childs Building, is Charlotte's oldest business building, and today the question of rebuilding awaited inspection of the remaining walls. Firemen were astonished when the floors gave way without the walls "kicking out" but remained standing. Firemen familiar with the age and condition of the walls, refrained from raising ladders against the building.

Immediate plans for the Liggett Drug Store awaited arrival of representatives from headquarters in New York. W. W. Alexander is manager of the local store.

Auxiliary Benefit Bridge

On Wednesday afternoon, November 3, at the Sally Sothern room, 10 tables were in play at our first benefit bridge this season. Mrs. C. H. Bradford, president, received guests with the party committee: Mrs. L. C. Derrick, chairman, Mrs. J. M. Cates, and Mrs. Lawrence Thomas. Prizes for each table were donated by Auxiliary members. Refreshments were served by our host, Southern Dairies. High score prize went to Mrs. I. L. Zuckerman, and bingo went to Mrs. W. V. Simpson and Mrs. W. E. Turner, visitors.

False Advertising Alleged

The Federal Trade Commission recently issued a complaint charging E. J. Goodier, distributor of about 60 medicinal and cosmetic preparations sold by house-to-house canvassers in interstate commerce, with false advertising claims for his products in catalogues, circulars and similar methods of distribution. Mr. Goodier is also charged with selling his preparations under the trade name of Universal Laboratories, representing that they are compounded or manufactured in laboratories when such is not the fact.

Request from Federal Narcotic Department

Wherever practical, retail druggists are requested to limit their sales of EXEMPT NARCOTIC PREPARATIONS to 2 OUNCE BOTTLES. This is a voluntary conservation measure designed to spread the available supplies of narcotics.

Pharmacy Senate

The November 10th meeting of the Pharmacy Senate, student organization of the U. N. C. School of Pharmacy, was featured by an address by Dr. W. A. Olsen of the English Department.

Scotch Tape Has Gone to War

If you cannot find enough of your friend "Scotch Tape," pause and remember . . . that it now decorates presents of cannon shells to be delivered to our boys to Hitler and Hirohito. The tape acts as a gas-proof, waterproof seal on the individual shell container on its way to the front.

"Now Your Druggist Needs Your Help"

Did you notice the well prepared, excellently illustrated Owens-Illinois Glass Company ad "Now Your Druggist Needs Your Help" in the November 6th issue of the *Saturday Evening Post*? This is the sort of helpful publicity pharmacy needs.

The next time the Owens-Illinois representative calls on you let him know you appreciate what his firm is doing to enlighten the public as to some of our problems.

Norwich Gets Second "E"

Signifying the winning of a second citation for excellence in production, the Army-Navy White Star has been awarded to the men and women of The Norwich Pharmacal Company, Norwich, N. Y., makers of Unguentine and other pharmaceutical products.

A Life of Luxury?

Dear Mr. Bowman:

It hardly seems a year since I saw you in Raleigh, when I was entering the Navy, but it actually has. Much water has run over the wheel since then, and I have passed over quite a bit of it, too. I am now out here in the Southwest Pacific, with a company of Sea-Bees, the nearest thing to a doctor they have. There are 250 of them, and they are doing a job, unloading the big ships and reloading the cargo on smaller craft for the further journey.

It would naturally be out of line to say where we are, but suffice it to say it is an island formerly occupied by the Nippies, but quiet now. The weather is also a taboo topic, but it is tropical, nuff sed.

I miss the old North Carolina druggists that I left in Charleston: Steve Frontis, Browning, Tilley, Young, et al, and wonder what has become of them. I don't imagine many of them are further away than I, for if I get any further, I'll be starting back.

This work is interesting, not too hard, but life gets monotonous at times. We live for mail call, get ice cream twice a week, plenty of cigarettes, movies (open air) each night, and very little else. I have a tent 17x20, floored and screened, and my helper and I sleep in one end, and have our sick bay in the other. A life of luxury, no less. Actually, we are very comfortable.

Regards,

W. B. Evans

W. B. Evans, Chief Pharmacist Mate
9th Special Naval Construction Battalion
Company "B" Medical Department
Fleet Post Office
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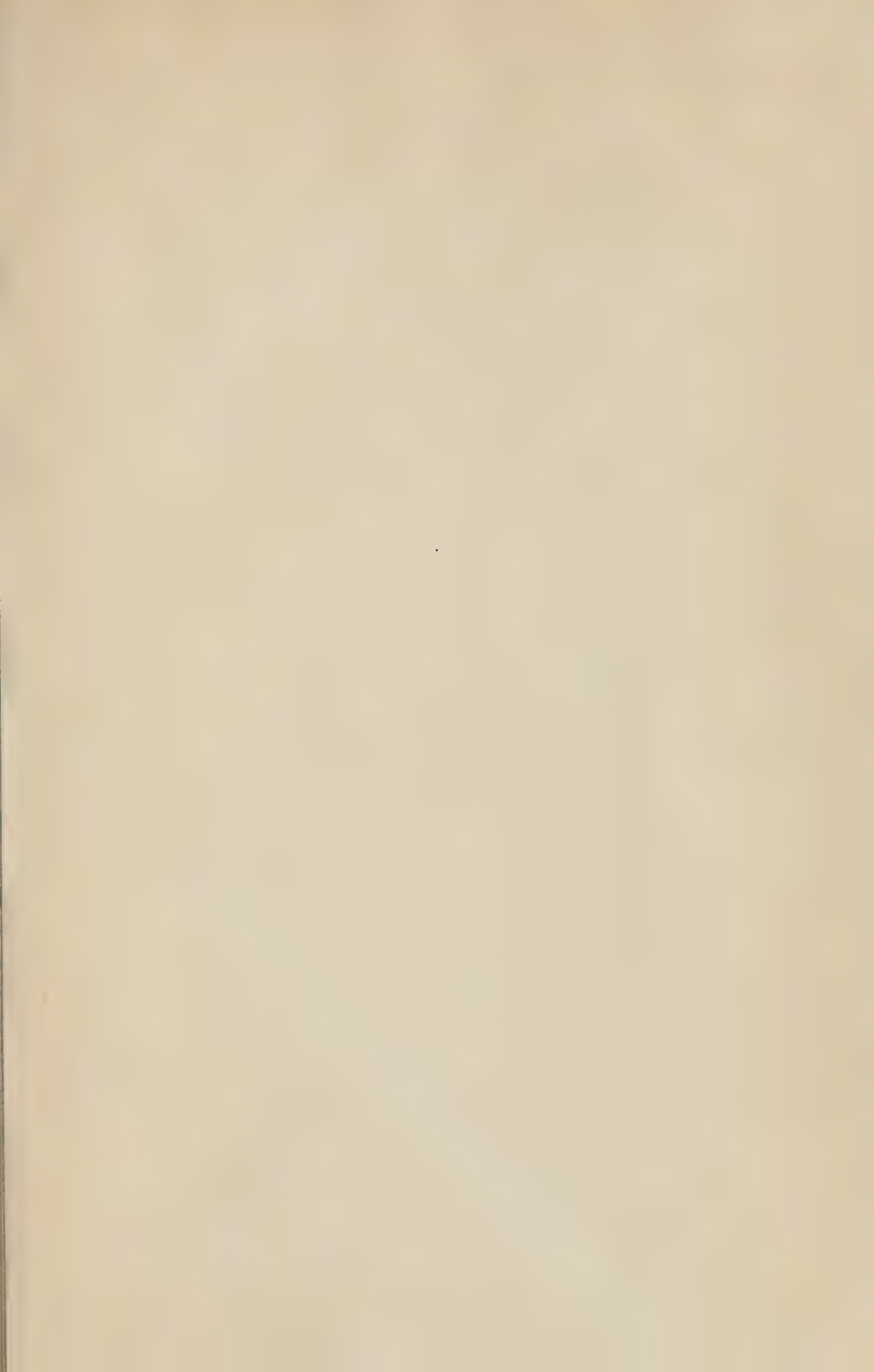
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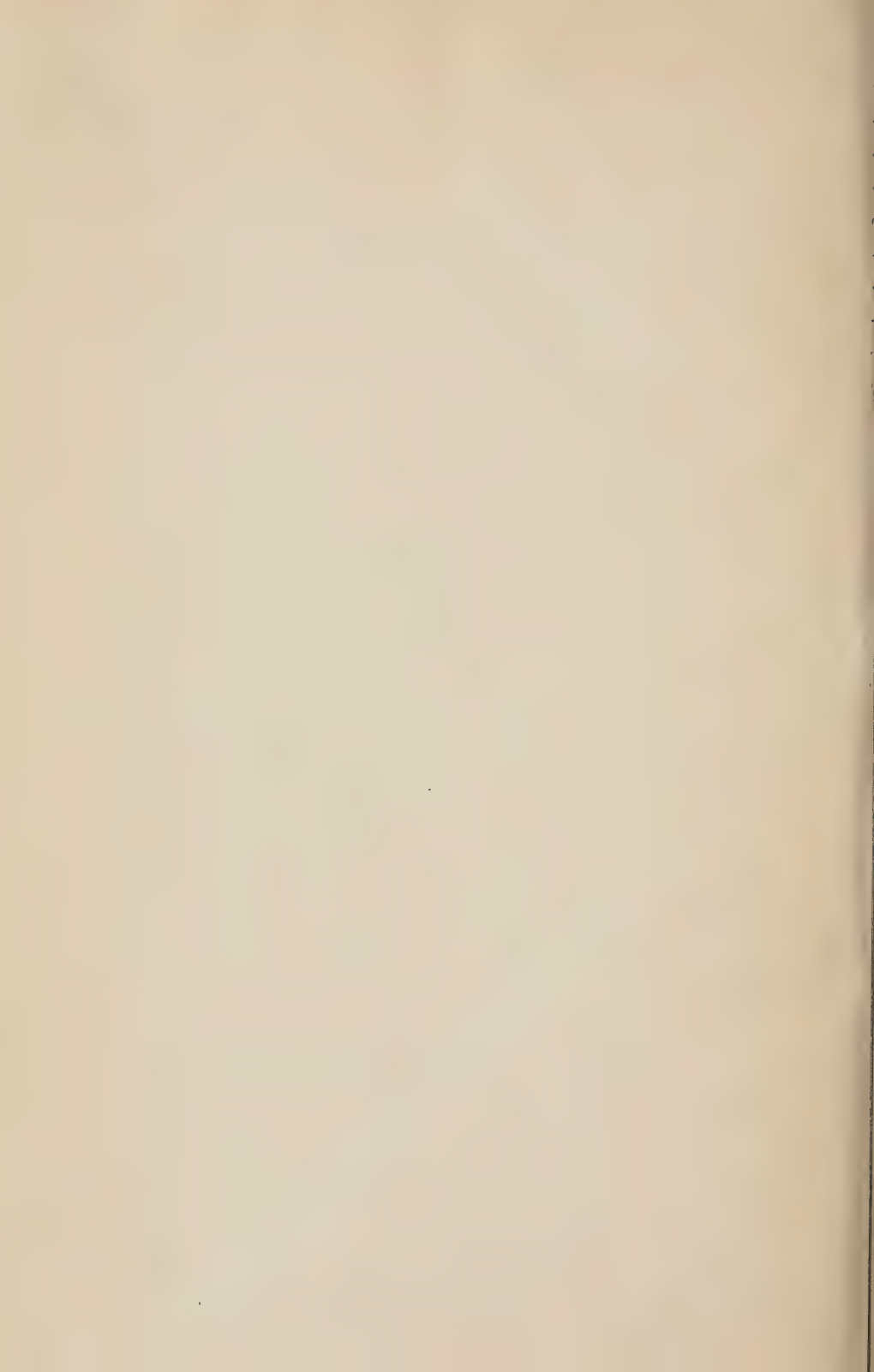
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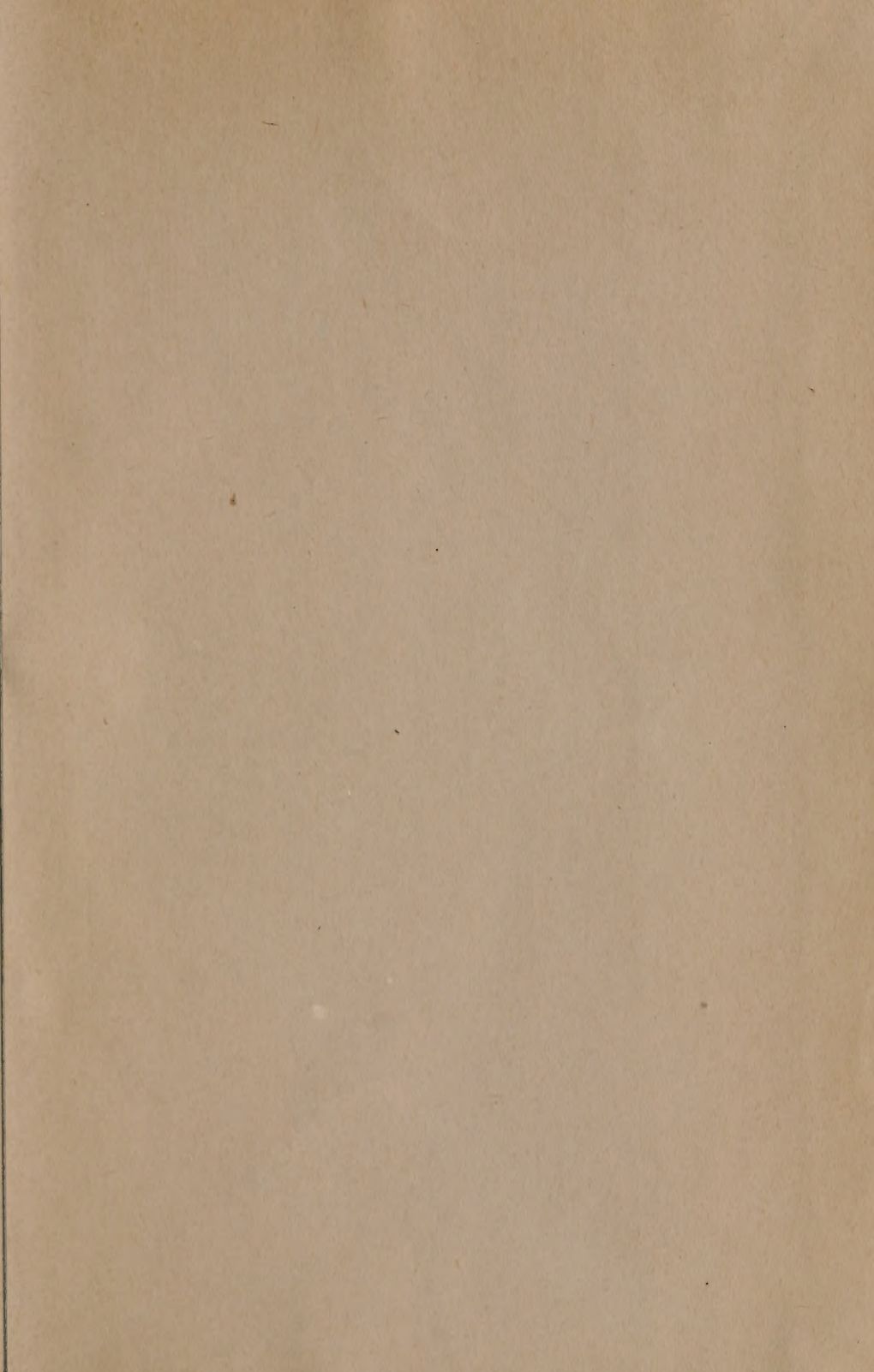
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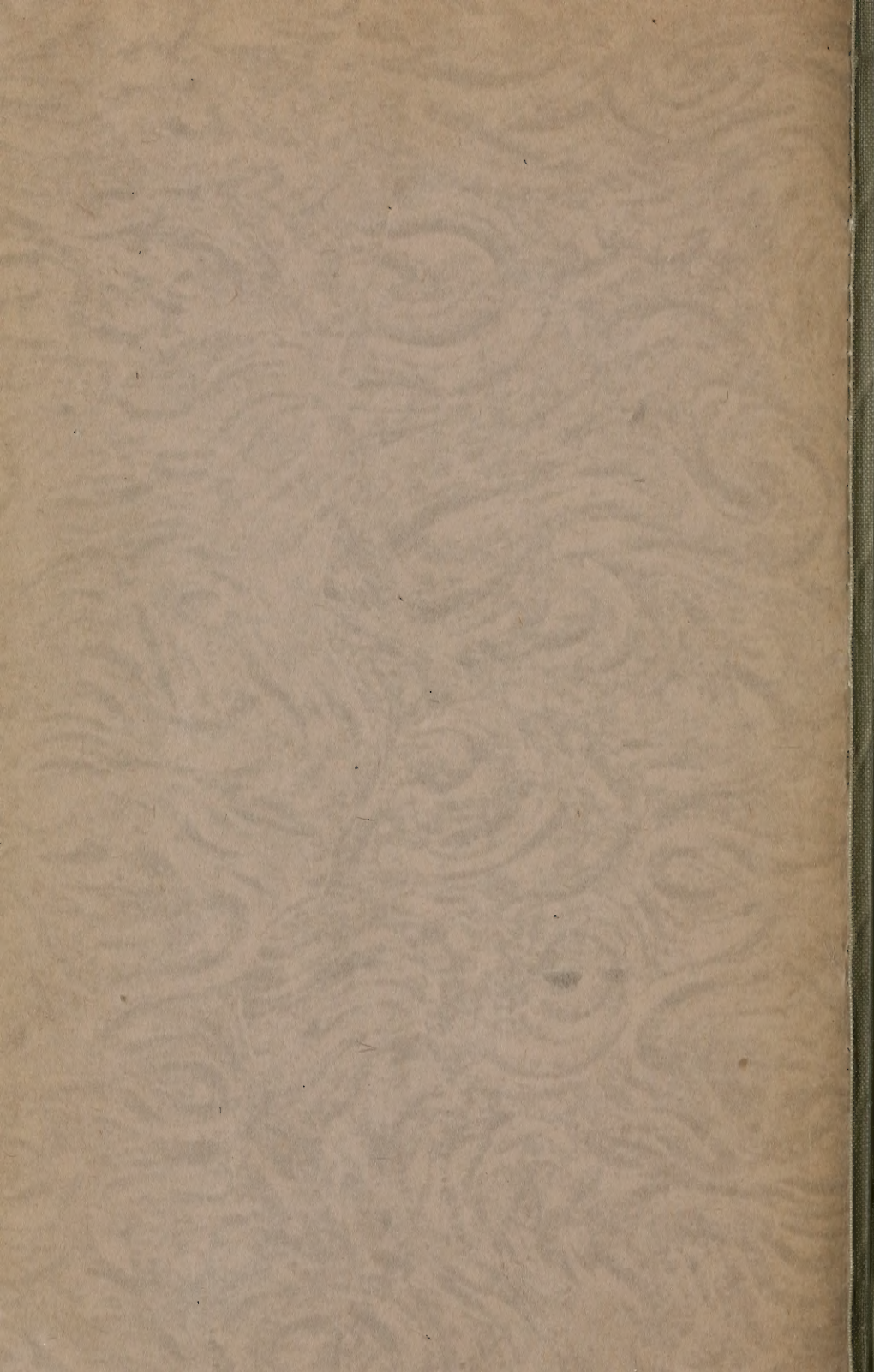
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